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November, 1959



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CARTOONIST OF THE MONTH

Winner of the Sigma Delta Chi Award for editorial cartooning in 1943, Charles Werner has been the



Charles Werner

Missouri. By 1938 he had advanced to a staff cartoonist for the Oklahoma City Oklahoman and in that year he became the youngest man ever to win a Pulitzer Prize for cartooning. In 1951 he won the National Headliners Club Award and he has won three National Safety Council Awards. Although he once taught classes in cartooning at the University of Oklahoma, he has never had an art lesson himself.

THE QUILL

A Magazine for Journalists-Founded 1912

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NOVEMBER, 1959-Vol. XLVII, No. 11

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On the Cover: East College at DePauw University where on May 6, 1909 Sigma Delta Chi was first announced as a journalistic fraternity. In the foreground at left is Eugene S. Pulliam, who was president of the DePauw undergraduate chapter at the time of the fraternity's silver anniversay convention in 1934 and Eugene C. Pulliam, one of Sigma Delta Chi's founders and national honorary president this year.

LOOK FOR IT NEXT MONTH

New Trends in Cartooning By Don Hesse

> New York Times Awards Program By Donald Janson

> > THE AGRICULTURAL EDITOR
> > By Glen W. Goss

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From Quill Readers

To The Quill:

I was interested in the article "Cameras in the Courtroom," in THE QUILL. Also in the editorial in the same issue. I have worked both as photographer and reporter. I first was privileged to use a camera in a courtroom during a trial in a small Missouri county seat courtroom before World War II. The judge ruled we could take pictures during the sensational murder trial of a doctor so long as our activities were not too obvious and did not disrupt the proceedings and obstruct justice. This restricted our moving around during the trial to get really good pictures that actually would show emotion and action of the principal characters, and hampered our dramatizing the trial to a large extent.

We found the principals of this trial well aware of our presence, and the defendant, through his attorney, objected strenuously to photography. Acting on the ruling of the judge that pictures could be taken only so long as they did not disrupt the trial, the defendant soon made it apparent that our activities did disrupt the trial and obstruct justice. He accomplished this aim by covering his face while on the witness stand. He used many other ruses to make noise and interfere with picture taking. His attorney raised

In fact, the activity of the photographers was used as a later reason for appeal of the jury's verdict, and possibly figured in the defendant obtaining a new trial and subsequent acquittal on the charge while his accomplices went to prison for life terms.

endless objections to photographers taking pictures of witnesses, the de-

fendant, the jury and so on. Obviously the picture-taking did disrupt the trial.

While I disagree with Canon 35 that all courtroom photography should be barred, I recognize that the demand for freedom in the courtroom raises many interesting questions.

RALPH O. WATTERS

To The Quill:

The October issue was uncommonly well done. I am not an expert on magazines, but I thought I should give you my opinion because I enjoyed this issue very much. Interesting and readable.

EARL J. JOHNSON

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women's Features Includes — a weekly question and answer Fashion column by Helen Abel ... exclusive interviews with prominent women . . . cooking and household features and news for both housewife and career woman.



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The Sun-Times and

THE CASE OF THE MISSING BAIL BONDS

More than \$250,000 in forfeited bail bonds had been wiped from Municipal Court records by the chief justice. The profiteers: bondsmen who long made a practice of winking at the law which said they must pay these judgments. The losers: county taxpayers, because the money belonged in public treasuries.

The Chicago Sun-Times, after months of intensive, behind-the-scenes digging, uncovered the facts which grew messier as the investigation continued. The exclusive story broke April 2, 1959. It shocked the public and prodded city, state and federal officials into action. An aroused county grand jury went to work. So did a special State Senate committee. Federal officials watched closely as new disclosures about the court's bail bond bumbling appeared daily.

The results speak for themselves: the chief justice's administrative aid resigned. The judge himself took a leave of absence after he, his aid, two assistant state's attorneys and a flock of bondsmen were indicted.

Countless other bondsmen and surety firms which had ignored their obligations were slapped with suspensions and license revocations. Others, faced with a similar fate, poured thousands of dollars in back debts into city and county treasuries. Bond procedures were overhauled. Court rules were tightened. Public confidence in the bail bond system was restored.

Vigilant, aggressive investigative reporting such as this is a Sun-Times trademark.



The disclosure of the bail bond scandal, along with revelations of police misrepresentation of crime statistics and exposure of mental hospital evils which demand reform, are the most recent in a continuing series of exclusives which have won for The Sun-Times its reputation as guardian of Chicago's best interests.

CHICAGO SUN-TIMES

where great things are happening

EDITORIALS

Half Century of Service

HEN Sigma Delta Chi and the century were young, American journalism was brash, vigorous and uninhibited. The newspapers' only competition came from a few lively muckraking magazines, which few newsmen took seriously. Most cities of any size could boast of at least two daily newspapers, as could many smaller communities which depended upon the weeklies for local news.

Sigma Delta Chi's golden anniversary is an appropriate time to look back over the way we have come in the last half century. It is a long road and nostalgia is a tricky reference. Recently in Chicago I visited with a newspaperman who had worked for Hearst in the roaring twenties in that city. His eyes lit up as he described some of the news beats, the cut-throat competition and the news gathering methods of that fabulous era. Yet he was quick to concede that some of the tricks seem pretty shoddy today and that the "good old days" in fact had many shortcomings.

• In this issue we present a backward look at some of the changes that have taken place and try as well to peek beyond the "future's portal." We were still a provincial nation in 1909 when Sigma Delta Chi was founded at De-Pauw University, interested in local politics, crime and fires. The United Press had just been born to challenge the still young Associated Press and in the same year the International News Service was launched. The first school of journalism was less than a year old and most of today's influential journalism organizations were still in the future.

The years since then have seen the emergence of new media of communication—the motion picture, the radio, and television, to compete for the reader's attention and the advertiser's dollar. There have been impressive mechanical and technical developments, including the invention of the wirephoto, the teletypesetter, cold type and video tape.

In these pages will be found something of the development of the organizations of journalism in the last fifty years. Only the American Newspaper Publishers Association dates back further than Sigma Delta Chi, having been founded in 1887. The first organization of journalism teachers came in 1912 and is the forerunner of the present Association for Education in Journalism. In 1919 the Newspaper Editorial Association was established, primarily for weekly newspapers, and in 1922 the American Society of Newspaper Editors came into being. One of the later organizations, which has rapidly grown to maturity, is the American Newspaper Guild.

• If there is one development of the last half century which can be said to exemplify the period, I think it is the development of the concept of journalism as a profession, worthy of a place in society with medicine, law and the ministry. Such a concept implies a history of service, a prescribed code of ethics and an established system of professional training. Sigma Delta Chi was among the first to place emphasis on this concept and has constantly worked through the years to strengthen it.

If there is room for complacency in reviewing the past, there is no place for it in the future, as J. Russell Wiggins points out. Fifty years filled with revolutionary develop-



DePauw 1909-1959

Drawn for The Quill by Charles Werner, Indianapolis, Indiana, News

ments in printing have actually changed newspapers very little, he reminds us. One phase of the newspaper's problem he puts this way: "It grows harder and harder and costlier and costlier to get and print the news for citizens who have less and less time to read it."

• No one doubts that there will be mechanical inventions that will strike off the leg irons of the press and help solve the problem of higher and higher costs. There is assurance that our schools of journalism will meet the challenge for better and more specialized training, and it is already apparent that tomorrow's citizen will be even more dependent upon the information that he must have to survive in today's complex world.

In this anniversary year it is also clear that great developments are coming in radio and television news, which will affect the newspapers of the future. Radio and television have already come a long way from the days when H. V. Kaltenborn began his news commentaries, and television news in particular is still in its infancy.

• Sigma Delta Chi has kept pace with the changes of the years and contributed leadership to them through its research program, its insistence on journalism as a profession, its militant fight for freedom of information, and its awards program. It is unique among organizations in its field in that it is the only one which includes in its membership all phases of the profession, from the student still with stars in his eyes to the men who write and edit today's news.

As it begins its second half century, Sigma Delta Chi continues to lay its claim to service upon "a vigilance which knows no midnight, and a courage that knows no retreat."

CHARLES C. CLAYTON





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50 years ago

Founding of Sigma Delta Chi

Admiral Robert E. Peary reached the North Pole

William Howard Taft was inaugurated president

Louis Bleriot flew the English Channel

Pittsburgh beat Detroit for the World Championship

Population of the United States neared 92,000,000

General Motors Corporation held its first year anniversary*

*(Though Electro-Motive Division was less than a gleam in General Motors eye in 1909, knowledge of our organization and products have been aided and expanded through the fine journalistic talents of Sigma Delta Chi members since 1934 when Electro-Motive powered the first commercially successful Diesel passenger train.)



ELECTRO-MOTIVE DIVISION GENERAL MOTORS

LA GRANGE, ILLINOIS Home of the Diesel Locomotive In Canada: General Motors Diesel Limited, London, Ontario

Journalism Faces Challenges

By J. RUSSELL WIGGINS

PROBLEMS darken the horizons of the American press. Newspapers are going to have to run very hard to stay as good as they are, and newspapers as good as those we now have are not going to be good enough for tomorrow's newspaper readers.

Whatever happens to circulation and advertising, there is not much likelihood that editors will run out of challenges. Optimism about the survival value of newspapers may be justified, but complacency certainly is not in order.

Fifty years filled with revolutionary developments in the printing trades have really changed newspapers but very little. A production manager of fifty years ago would feel perfectly at home in a modern pressroom or composing room in a week. Innovations that have revolutionized mass production industry have made scarcely any impact on newspaper "factories." The mechanics of news-gathering, for that matter, have not been violently changed either.

• Innovations in the filing, sorting and classifying of facts that have invaded many areas of business have not made much of a dent in newspaper libraries or research offices. Some economies in mere filing space have been achieved by microfilming, but the potentials of microfilm as a means of collating information for news purposes have been scarcely touched.

The strait jacket of advertiser custom has kept editorial and news typography in a Procrustean bed of vertical make-up from which a few newspapers have partly escaped only by the most strenuous efforts.

The iron laws of circulation competition in the mass media have operated to diminish steadily the number of newspapers by making increasingly difficult the role of the third-best and fourth-best paper in a field.

Point-to-point communication has

been spectacularly improved but not by any such gigantic leaps as those which substituted the telegraph for the pony express. We may be on the threshold of such changes, through page-by-page communication that will take the place of word-by-word transmission, but they are not here yet.

• The relatively slow alteration of the environment out of which newspapers were produced in the past suggests a slow and evolutionary change in the future. Will such change be rapid enough to adjust the newspaper to a profoundly altering society? And what of the difficulties that threaten not only to obstruct progress toward better newspaper service to readers but to set back that service? How is the press to cope with them?

Interruption of publication by reason of strikes was once a rarity. The numbers of suspensions for this cause have grown from seven in 1955 to eleven in 1956, twenty-eight in 1957 and forty-

five in 1958. This is an alarming increase in lost publication dates and it has meant poorer instead of better newspaper service in the communities involved. No solution is in sight. Employees are not sufficiently enthralled with the idea that there must be no interruption in the people's information to abandon any of their rights to collective bargaining; employers are not sufficiently dedicated to the idea that the paper must go to press to pay any price asked to get it to press.

• The Swedish arbitration scheme has ended this threat in Sweden but at a cost of employe union initiative and employer control over their own rates and conditions of pay that no one in this country is ready to accept. Millions of American newspaper readers, meanwhile, have had demonstrated to them the fact that newspapers can be stopped—and often for relatively trivial causes.

The newspaper profession has been gravely damaged by these interruptions. Those who are engaged in the newspaper trades and professions will have more trouble persuading the public that the enterprises they run are indispensable to society and worth preserving by any sacrifice when those engaged in journalism are willing to suspend the flow of news, often for minor considerations.

• Apart from work stoppages, work costs threaten the press. The American Newspaper Publishers Association has reported that the 1958 hourly rate increase in the mechanical crafts was 8.9 cents and in the first five months of 1959, in contracts so far negotiated, the increase was 9.1 cents. Other costs have been rising, some of them proportionately. There has been no comparable increase in the efficiency of newspaper production.

Newsprint consumption is only a



J. RUSSELL WIGGINS

rough measure of newspaper growth, but it is ominous to note in the bulletin of the Federation Internationale des Editeurs de Journaux that American consumption from 1953 to 1957 went up 6 per cent while the number of television receivers went up 49 per cent. There has not been a healthy growth in the press, commensurate with the growth of population or the growth of other media.

· While the year 1959 has demonstrated a remarkable recovery and real gain in newspaper revenue from advertising, in a broader sense it has been a year of unprecedented philosophical challenge to the whole principle of distribution of which advertising is so much a part. The fact that advertising has served as the means of achieving miracles in the distribution of goods is well known and hardly ever challenged. What is being challenged in such works as "The Affluent Society" is the hitherto broadly accepted idea that distribution is in and of itself a social objective not to be questioned.

Our system has conquered the problems of production and virtually whipped those of mass distribution and now some are asking: "Is distribution everything?" They want to know: "Is selling goods a sufficient end in itself?" They ask: "Isn't it possible to sell too many gadgets?"

This is heresy in a nation of sales-

BEHIND THE BYLINE

A native of Minnesota, J. Russell Wiggins began his distinguished newspaper career in 1922 on the Luverne, Minnesota, Rock County Star, a weekly which he later purchased. In 1930 he joined the St. Paul, Minnesota, Dispatch and Pioneer Press as an editorial writer. From 1933 to 1938 he served as their Washington correspondent and from 1938 to 1942 he was managing editor of the two newspapers. In World War II he served with the Army Air Force as an Intelligence Officer in North Africa and Italy with the rank of major. After the war he returned to St. Paul as editor of the two papers and in 1946 became assistant to the publisher of the New York Times. He joined the Washington Post as managing editor in 1947 and since 1955 has been vice president and executive editor of the Post and Times Herald. He is president this year of the American Society of Newspaper Editors and is the author of "Freedom or Secrecy." He was a Lovejoy Fellow at Colby College in 1954 and in 1957 he received the John Peter Zenger Award from the Journalism Department of the University of Arizona.



men and advertisers. But these questions are being seriously asked by those who want to know if we shouldn't be devoting more of our energies to nonmerchandise outlets—to schools, science, art and literature. If they are right, we may move less goods and take less advertising to do it, and newspapers may face some decline in revenue.

This might happen at the very time that the search for information and news grows more difficult. The complications of modern society in all its aspects makes the reporter's work more difficult and costly. The increasing evasiveness of those in government means that reporters have to go farther and look harder and take longer to get information that once was given out as a matter of course.

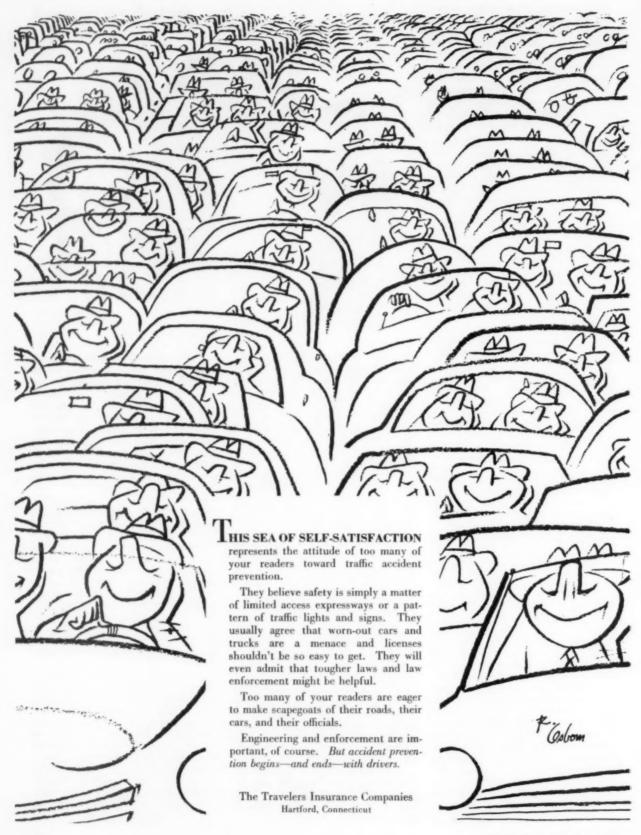
· Caught between these upper and nether millstones, it is not much wonder that newspapers operating essentially as they have operated for decades find themselves in trouble. Year after year the investment of capital and annual operating costs in factory operations that have nothing to do basically with news gathering and dissemination consume an augmenting percentage of total revenue. The great factory operations of metropolitan newspapers have become gigantic tails on an editorial dog of Pekinese dimensions. It grows harder and harder and costlier and costlier to get and print the news for citizens who have less and less time to read it. What a challenging situation this is!

But the outlook is by no means one of unrelieved gloom. The need for information does not diminish but increases. The citizen in tomorrow's world will be more and more dependent for survival on what he can find out about what is happening in the world about him. This clamorous want and need will put to the ingenuity of the trades and crafts and professions in journalism a veritable magnetic attraction.

• The rewards of invention, in the language of Lincoln, will add the fuel of interest to the fire of genius and produce, although tardily, the transformation of technique that has occurred so much earlier in mass production industries. At the point where the burden of production leg irons becomes insufferable, newer, better and cheaper methods will be found and the ingenuity of publishers and owners will again be permitted to turn more to the basic problems of news and editorial content itself.

Editors, too, will have to give a thought to more efficient operation. No one wishes to stifle the sort of reportorial rivalry that is the life blood of competition and the spur to news and editorial excellence. But who has ever watched a presidential or a cabinet press conference, witnessed a fire or a flood, chronicled a political speech or covered a disaster without vaguely wondering just how many lads it takes to watch one rat hole. How many re-

(Turn to page 86)



Television News Has Come of Age

By SIG MICKELSON

S IGMA DELTA CHI was born on the college campus. But it grew up in the city rooms, and amid the fumes of printer's ink and the clatter of presses. It flourished in the rumble of delivery trucks and the crics of newsboys. Its tool was the printed word.

Today, a half-century later, the roots of Sigma Delta Chi are still deep in the soil of the printed word. But about half-way in its history, a new news medium came into being—broadcasting. Our fraternity brothers of yester-year greeted this upstart with a sniff. It was up to broadcasting to prove itself.

Like most of my associates in broadcast news, I saw the inside of a city room long before I saw the inside of a radio or television studio. And it has not been difficult for me in my almost twenty years in broadcasting to understand why the journalism profession should have adopted a wait-and-see attitude toward the newcomer.

• I will admit frankly that broadcast journalism was born with a bar sinister. It sprang from the loins of show business. Many of its early practitioners were retreads from vaudeville, the theatre and the carnival business. That was a long time ago, and first impressions die hard.

Sigma Delta Chi today numbers in its midst most of the thought leaders in our profession. Our fraternity's attitude toward radio and television news over the years has always seemed to me to be a sensitive gauge of how we were shaping up in relation to the older media of newspapers and magazines. There have been firm indications that we are beginning to be considered equals. And I think, in all modesty, that we have earned this position of equality, both within our fraternity and within our profession.

We have earned this equality not through competing with newspapers, but rather by carving out for ourselves a unique and indispensable place in the spectrum of information media. We have determined what we can do best, and are trying to make the most of it.

It is most unfortunate that competitiveness between print and broadcasting appears to exist. Certainly there is competition for the advertising dollar. But such a feeling should not slop over onto the editorial side. Actually, newspaper and broadcast journalism complement each other—and each is stronger for having the other on hand.

• This is being brought home most forcefully to me in connection with the sequence of events beginning with President Eisenhower's visit to Western Europe, Nikita Khrushchev's trip to the United States (under way as I write this), and the President's upcoming visit to the Soviet Union. CBS News, in its "Eyewitness to History" television

BEHIND THE BYLINE

As Vice President of the Columbia Broadcasting System and President of CBS News, Sig Mickelson directs an organization of some 600 staff members. He has held his present post since 1954. From 1951 to 1954 he was the first Director of News and Public Affairs for CBS. A native of Minnesota. he began his career as a reporter and later editor of the Sioux Falls, South Dakota, Argus Leader and newscaster for Station KSOO in that city. Later he was an instructor in journalism at Louisiana State University and an assistant professor at the University of Kansas and the University of Minnesota. He joined CBS in 1943. He is a director of the CBS Foundation and a past president of the National Association of Radio News Directors. He is a member of Sigma Delta Chi. He lives with his wife and two children in Green Farms, Connecticut.



SIG MICKELSON

reports and in its other news specials on television and radio, is giving these events the most intensive coverage we have ever undertaken. A large part of our division's facilities is taking part in this coverage, and certainly all of us in CBS News management are living with this story from morning to night. Still, when I board the commuting train to Connecticut, I find myself reading the voluminous reports in all the afternoon papers as though it were my first contact with the story that day. In print, I can study the speeches and statements at my ease, go back over them if necessary and generally absorb a large mass of facts and interpretive material. I am sure that for Americans everywhere, the fact that all the networks carried extensive reports on these events whetted interest in reading about them in the newspapers.

• It seems to me that election nights are unusually good examples of how broadcasting and print complement each other. Last November, CBS News presented its most complete election coverage. From 9 p.m. to 2 a.m., more than 200 men and women worked in our central election studio to bring viewers and listeners the results, as well as informed analysis of the results. By 2 a.m., the big issues had been decided. My head was full of election results as I had a late supper and went to bed. Yet, the next morning, I hurried to buy the newspapers and read all about the election-just as avidly as though I had been nowhere near a television or radio set. I was able to sit back and absorb the great mass of election information while I had my coffee. There were charts, columns of figures, photos,



Before the days of television, radio covered the political conventions. This is a scene of the special CBS studio. Douglas Edwards can be seen at the upper right.

sidelights—all there for me to study at my leisure. For many millions of Americans, the excitement generated by the air coverage undoubtedly stimulated added readership of the newspapers' accounts.

I am sure that in the last few years, complementary relationship between newspapers and broadcast news has made itself plain to most thoughtful people in our profession. And I will contend that ideas to the contrary represent propaganda by the business side of the media.

All networks are national news media—the only national news media. There are no national newspapers—each paper serves its own community. Even newspapers like The New York Times and the Christian Science Monitor, with substantial circulation outside the New York and Boston areas respectively, cannot be considered national news media. Neither can the Associated Press and the United Press International, since they do not reach the consumer directly.

 The national character of networks and the essentially community character of newspapers make for a most fundamental difference between the two media.

I have said that I feel broadcast news has earned its position as an equal in journalism. But I am far from satisfied with the current state of broadcast news. And I'd like to give you my own appraisal of where we stand today.

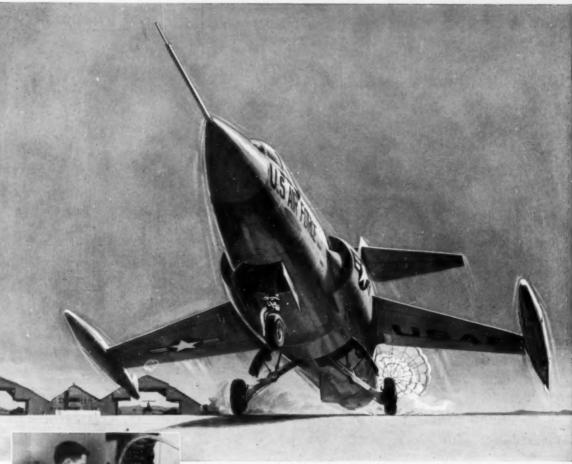
Radio news, I feel, has reached a state of maturity comparable with that of newspapers. Radio is a superb vehicle for news. It is instantaneous, it is flexible, it is ubiquitous. From any point on earth to any other, radio is a live link bringing news as it happens directly into the homes of listeners. Field equipment is compact and portable—for instance, miniature tape recorders that can fit into a coat pocket. News that does not go on the air as it is happening can be recorded and played back at a moment's notice.

• Radio is the ideal vehicle for actuality—for the sound of events and the voices of newsmakers—for ideas, for discussion. And all these attributes are put to excellent use—in programs like the CBS News program "The World Tonight" or NBC's "Monitor." Radio is essentially inexpensive as a news medium—an independent station with a small, competent news staff and some portable tape recorders can do a lively and significant job in covering its own

Television news, an infinitely more complex medium than radio news, is only about ten years old. Most people will agree that in those ten years, it has attained maturity within the technological limitations imposed on it. And these limitations are gradually disappearing.

A great step in pushing back the technological frontiers of television came in November of 1958. Through the medium of video tape, the CBS Television Network was-in effecthooked into the 12-nation Eurovision network for coverage of the Coronation of Pope John XXIII. We sent Don Hewitt, one of our top producers, to Manchester, England, location of the only video tape recorder in Europe converted to American standards. There, watching the Eurovision broadcast, he transferred to video tape the highlights of the five hour ceremony. Sitting beside him was Winston Burdett, our Middle East correspondent headquartered in Rome, who provided running commentary while the tape program was actually being put together. The instant the ceremony was over in Vatican City, we had a complete one-hour video tape program, ready for broadcast. Don Hewitt took the tape back to New York by jet plane, and the program was presented that night.

• The Papal Coronation program was a television milestone, ushering in an era in which we could get reports back to the United States from Western Europe for broadcast within hours after a newsworthy event. Out of this experience came the techniques by which we covered President Eisenhower's visit to Western Europe this fall. The (Turn to page 83)



At one time, grease used in wheel bearings of supersonic jet planes would melt during landings—would even catch fire! Now this has been solved by a revolutionary new grease developed by Standard Oil research.

Meet the man who put the grease in greased lightning!

When e jet lends, wheel bearings undergo temperature changes from -40° up to 450°. Above, Dr. Richard H. Leet, who helped design a grease that could withstand such punishment, is shown working in the Standard Oil research laboratory.



Rockets and missiles have moving parts that must be lubricated at temperatures from -65° to 450°. Another special Standard Oil grease can do this job without breaking down.

When men started probing into space and flying at speeds faster than sound, they met a new and baffling lubrication problem.

Existing greases were good either in cold or heat, but not in both. A grease was needed that would not break down under extreme changes in temperature-from bitter cold one minute to blow-torch heat the next.

Lubrication experts in the research laboratories of Standard Oil, headed by Dr. Richard H. Leet, had foreseen the need for such a grease. And when America's future jet growth hinged on the development of a revolutionary new grease, it was ready—as the result of a five-year research project.

used in industry, serving more efficiently and more economically than previous greases under conditions of extreme heat and extreme cold.

It is another example of a major contribution to progress from Standard Oil's research laboratories. Other examples of the same thorough and painstaking research are the gasolines and oils millions of motorists buy daily at Standard service stations throughout the Midwest and Rocky Mountain region.

What Makes A Company A Good Citizen?

One gauge is a company's usefulness...its contribution to the general welfare. Through research, Standard constantly strives to develop products that will strengthen America's defenses Because of the unique qualities and great and help millions of people in their work, in their versatility of this new grease, it is also being homes, and on the road-today and in the future.



STANDARD OIL COMPANY



THE SIGN OF PROGRESS.
THROUGH RESEARCH



Scripps-Howard Ernie Pyle Memorial Award for Newspaper Writing

during the year 1959 most nearly exemplifying the style and craftsmanship

of ERNIE PYLE

Competition for \$1000 cash award and medallion plaque open to newspapermen on all U. S. newspapers.

1959 Entry Deadline . . . December 1. Submit entries . . . clippings or tearsheets of work
published during 1959, plus biographical sketch of candidate to:

ERNIE PYLE MEMORIAL AWARDS

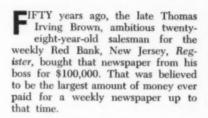


SCRIPPS-HOWARD NEWSPAPERS 230 Park Avenue, New York 17, N. Y.

In Community Life

Weekly Press Is Nation's Strongest Voice

By DON ROBINSON



• It was still a lot of money even though Brown wasn't required to pay a nickel in cash. The sale was based on a 100 per cent mortgage held by the retiring owner who thought there would be no better investment for his money than in his own newspaper under Brown's management.

The investment paid off—both for the owner and for Brown. Today the Red Bank Register, one of the most valuable weekly newspaper properties in the nation, has finally reached a point where it is just too big and prosperous to be a weekly any longer and has gone daily.

In 1909, when Brown was busy making his deal for the Register, a lot of other weeklies were changing hands, but mostly at prices ranging from \$2,000 to \$6,000. It was a period, following the depression of 1907, when a man with a few thousand dollars could pick up a fine buy, although he had to have the ability and energy to fight for his newspaper's life in the face of tremendous competition, low advertising rates and dollar-a-year subscription fees which often were paid in eggs or turnips rather than cash.

• There were approximately twice as many weekly newspapers in 1909 as there are today. In most cases there were at least two in a town of any size, usually one representing each major political party. A lot of them were established for political purposes and when one of the parties had a tough year a lot of its newspaper affiliates were put on the block for whatever they would bring. Often the news-

paper which was on top bought out the rival paper for a song.

Because of the comparatively low cost of launching a weekly fifty years ago, and since good help was available at \$25 a week, newspapers would come and go with little fanfare. A publisher who didn't make good in one town would often load up his antiquated equipment and try his luck in another.

But while thousands of little papers, political and otherwise, were fighting for a meager existence, a large group of well-established, respected weeklies had already become foundation stones of their communities, were prospering, were gobbling up new-comers who would have a try at competing with them, and were a major influence in their communities as well as in the nation.

• Sigma Delta Chi's fiftieth birthday seems an appropriate time to do a little digging into the birthdays of the weeklies of the United States. An analysis reveals that ninty-one weeklies are this year celebrating their fiftieth birthdays along with the fraternity.

But, actually, they are comparative youngsters in the weekly newspaper family. For of the approximately 8,500 country and suburban weeklies published today, 5,305 are already over fifty years old and 434 are now in their second century of publication.

Occasionally one of these venerable newspapers dies, but the cases are few

BEHIND THE BYLINE

In February, 1958, **Don Robinson** purchased the *American Press*, a magazine for weekly newspaper editors which he had edited for twenty years. Assisted by his wife, Margaret, he now publishes the magazine from an office on his farm in Stanton, New Jersey.

Robinson is a graduate of Dartmouth College and a member of Sigma Delta



DON ROBINSON

and far between. Most of them have become such an ingrained part of their community that it would take an atomic barrage to blast the security which they have established.

• As for the fifty-year-olds, they are doing all right, too. It was the fifty-one-year-old New Canaan, Connecticut, Advertiser which, this year, broke all precedent by winning, for the fifth time, top honors for excellence in the annual contest conducted by the National Editorial Association.

The top Audit Bureau of Circulations weekly in the nation, circulationwise, the Ridgewood, New Jersey, News, which is published on Sunday, is still a toddler of only thirty-nine years, although it was an outgrowth of a much older Thursday paper. But the Ridgewood News, like the Red Bank Register, exemplifies how properly managed weeklies were able to expand enormously in the last half-century.

• The Ridgewood Sunday newspaper was started in 1920 as a little seven-by-ten classified sheet to supplement the income of the established newspaper. It now has an ABC circulation of well over 17,000 and probably has more columns of classified ads than any weekly and most dailies. During the same period the Red Bank Register quadrupled its ABC circulation and, until it turned daily, competed neck-and-neck with the Ridgewood paper for top honors in circulation.

An analysis of the statistics on the number of weeklies published each year is likely to give the false impression that weeklies are on the wane. Actually, there are more strong, secure weeklies today than at any time in history. When one considers the fact that almost 70 per cent of those in existence today have survived fifty hectic years, it is obvious that, while the numerical count of weeklies may have decreased, those which belong in

the "blue chip" class are continually increasing. And, in spite of the numerical loss, total circulation of weeklies is at an all-time high—almost 21,000,000 at the last count.

There seems to be no reason to believe that the drop in numbers means any decrease in influence or in reader demand for community newspapers. The decrease is largely economic in origin. Two struggling weeklies in the same town find it advisable to get together and build one strong and more prosperous newspaper.

Politicians, who were so active in backing newspapers in the nineteenth century, had probably learned that having a weakling of a newspaper for a mouthpiece didn't do much to help their cause, and the interest in political ownership fell off. The Republicans and the Democrats—so common as names for the two newspapers in towns across the land—merged their forces, so that it is now common to read Republican editorials in a newspaper called the Democrat, and vice versa.

In general, it would seem that the mergers of weekly newspapers has been healthy for the newspapers and for the communities which they serve. Although the so-called monopoly newspaper set-up is viewed with alarm by many who fear that it stills the voices

of minorities, this would seem to be a more serious problem in the cities. Since the weeklies are concerned primarily with local and personal news, abuses of the monopoly privilege seem to be few. Furthermore, with radio now acting as a competitor in most every town, the monopolies are simply of one type of media and not of all avenues for reaching the people. In addition to radio, of course, most people read the daily from a nearby city as well as their hometown paper.

Rapid rises in costs in recent years have made it necessary, economically, to limit most small towns to one newspaper, and even in the larger towns and counties, where the established newspaper may be a very prosperous enterprise, it is expensive and risky for another publisher to attempt to compete. In recent years, most efforts to compete for the advertising dollars which are needed to support any newspaper have come from radio, shopping guides and offset newspapers.

• The offset newspapers, which usually create reader interest by offering a fare containing quantities of good local pictures, often may succeed, as far as readership is concerned, without seriously interfering with the readership of the older, established newspaper. They have helped to prove that readers

will take more than one newspaper if one is not too much a duplicate of the other.

Picture usage, whether by offset or letterpress, is one of the most striking differences between the weeklies of 1909 and 1959. In many cases, newspapers which do not use offset have offered outstanding picture coverage by use of the Fairchild Scan-a-graver, which makes it possible for them to make their own cuts quickly and inexpensively. The smaller papers often get together to buy a cut-making machine.

• Another major difference between the weeklies of today and those of fifty years ago is the use of larger headlines. Front pages are much more alive than they used to be, the publishers having been influenced by the more exciting appearance of the make-up of nearby dailies. But news coverage is not too different today from the way it was in the past. "Personals" are still considered one of the most vital ingredients of a successful weekly. The more names, the better.

To supplement income from the newspaper and to keep printing equipment busy, most weekly publishers continue to lean on job printing. It is estimated that 42 per cent of the income

Congratulations!

to Sigma Delta Chi on its 50th Anniversary



The Courier-Zournal • The Louisville Times WHAS • WHAS-TV

of the average weekly newspaper plant is from its printing services.

In recent years, publishers have been forced by inflation to increase subscription and advertising rates, but many have not increased them as rapidly as they should. As a consequence, profits of some newspapers have been lean in spite of good increases in circulation and advertising volume.

• Biggest factor in the growing success of most well-established weeklies is the population growth of small towns, particularly in the suburbs. In the natural course of events, more population means more circulation and more advertising. When one considers the fact that the nation's population has nearly doubled in fifty years and the number of newspapers has been cut in half in the same period, it is obvious that the newspapers which have weathered the years have several times the opportunity for success now as compared with the beginning of the century.

In recent years, the most glowing success stories in the weekly field come from the suburban towns which have grown out of all proportion to the rest of the country. Even though these towns are in the shadow of great cities, the residents avidly read their hometown weekly to keep up on local affairs—school programs, zoning, taxes, social activities and local government.

• Although most established weeklies are well supported by local advertisers and carry a substantial amount of classified advertisements, the national advertising picture is still somewhat uncertain. Because they feel they can do little about national advertising personally, weekly newspaper publishers are inclined to treat such advertising as an extra helping of "gravy" without depending upon it for their living.

Although many advertising space buyers willingly admit that weekly newspapers are probably better read than metropolitan newspapers, the high comparative rate for reaching millions of people has ruled out the weeklies for many campaigns aimed at "the masses." Over 75 per cent of the total national advertising going to weeklies is in the automotive classification, since those manufacturers feel it is necessary to give advertising support to their small town dealers. But even in this field the weeklies have a tough fight to keep volume up because of the competition of radio and television, as well as an inclination of many automotive advertisers to try to convince their local dealers that metropolitan advertising will give them the support

As for the future of weeklies, the

outlook appears rosy. A fast-growing population, the trend toward movement of people to the suburbs and the country, and the decentralization of industry are the most obvious factors which point toward weekly newspaper expansion. Other factors are: the growing realization of publishers of big city dailies that it is not profitable for them to try to build circulation in outlying areas; a growing revulsion against radio and television advertising; the rapid improvement in the appearance of weeklies because publishers are financially better able to install efficient equipment; and the general prosperity of the nation which eases the task of selling subscriptions and advertising.

• From now on, it would appear that the number of weeklies entering the field will probably exceed the casualties. A fairly recent movement toward starting offset newspapers (which can be launched with less overhead than letterpress) is a primary factor in the reversal of the downward trend.

To meet continually rising costs, there may be more mergers, but more likely is the merging of printing facilities and cut-making facilities with the individual publishers keeping their identities. A definite pattern is being established along these lines which has proved successful in many areas. For years, publishers have realized the great waste resulting from having an expensive press idle for six days a week. The answer, in the minds of more and more publishers, is to get together with others in the area, buy a modern fast press, and take turns using it.

There seems to be nothing on the horizon which will interfere with the rapid and continued growth of weekly newspapers. They should increase in number.

• To answer the city-bred critics who enjoy spelling "weekly" newspaper as "weakly" and who are unable to understand the influence and readership of the personal journals published in the small towns, defenders of these newspapers often quote Congressmen who are well aware of the influence of these newspapers in the nation. I believe that fifty years from now Congressmen who are in the know will still be making statements such as this recent one by Senator Lister Hill of Alabama:

"The importance of the country weekly in the life of the nation can hardly be overestimated. Close to the people, this last stronghold of personal journalism in America is the pulse and voice of a community."

• To conclude, I will make a few predictions concerning what I expect to happen in the weekly field during the next fifty years:

\$14,000 A YEAR ...NOW I AM REALLY LIVING!

By a Wall Street Journal Subscriber

A few years ago I was going broke on \$9,000 a year. High prices and taxes were getting me down. I had to have more money or reduce my standard of living.

So I sent for a Trial Subscription to The Wall Street Journal. I heeded its warnings. I cashed in on the ideas it gave me for increasing my income and cutting expenses. I got the money I needed. And then I began to forge ahead. Last year my income was up to \$14,000. Believe me, reading The Journal every day is a wonderful get-ahead plan. Now I am really living!

This story is typical. The Journal is a wonderful aid to men making \$7,500 to \$25,000 a year. To assure speedy delivery to you anywhere in the U.S., The Journal is printed daily in five cities — New York, Washington, Chicago, Dallas and San Francisco.

The Wall Street Journal has the largest staff of writers on business and finance. It costs \$24 a year, but in order to acquaint you with The Journal, we make this offer: You can get a Trial Subscription for 3 months for \$7. Just send this ad with check for \$7. Or tell us to bill you, Address: The Wall Street Journal, 44 Broad St., New York 4, N.Y.

 The total number of weeklies will increase slowly and those now in existence will grow in circulation and advertising volume.

2) A considerable number will shift to offset printing and the majority of the new papers started will be produced by offset.

3) With the growth of offset will develop a trend toward more weekly magazines replacing weekly newspaners

4) Appearance of weeklies will improve rapidly—first by the use of more pictures, and then, probably, by a shift from regular newsprint to a better type of paper for picture reproduction.

5) Wide use of color is just around the corner.

6) Model plants will be set up by a dozen or more publishers who will cooperate in their newspaper production.

7) Personal, classified advertising will develop rapidly so that readers will become one of the major categories of advertising "customers."

8) There will be a big increase in city weeklies to give voice to sectional and minority groups and compete with the single voice of a monopoly daily.

9) The weekly of tomorrow will command even greater respect and have more national influence than ever before.



By 1917 headlines went to caps and lower case, but stepped and pyramided forms mechanized them. Type was strung in thin, vertical masses.

TYPE is talking loud and clear in American newspapers today, despite an audience that won't sit still very long to be talked to.

Typography, an instinctive activity for most newspapermen for most of the years of the American press, is becoming a studied skill with research, experience and common sense combining to make it the most effective possible channel of communications.

Changes in newspapers have been marked, many, and all for the good in the fifty years of Sigma Delta Chi's lifetime. Probably no other period has seen a similar development.

• Least obvious, but most important, has been the gradual increase in the size of body type. The story of Peary's North Pole expeditions—and the founding of Sigma Delta Chi—were told to most newspaper readers in sixpoint type. Many had to strain over agate. Newspaper body type was "just type," its design nondescript and expressing only the ideas or whims of the designer.

In 1926, the first scientifically designed type was put on the market. The problem of stereotyping and its distortion of type was recognized and battled. Here was a face made to print on high speed cylinder presses, not the slow flatbed that was far kinder to type. Most important, the standard size for body type became six and one-half point! Editors moaned. They had to "sacrifice" too many words, setting

FUNCTIONALISM IN

By EDMUND C. ARNOLD

them in this giant size. But the readers loved it. When, five years later, a new version counteracted the slurring caused by the lag of rollers as presses were accelerated or slowed down, the prevalent size became seven-point.

· Today the standard is eight and there is a well-defined and rapidly growing trend to nine-point. Editors realize that reading must be easy and pleasurable if newspapers are to compete successfully for the reader's time. They also realize that there is really no sacrifice if fewer words fill the news hole. For it is not the number of words printed that is important, only the number of words read. The greatest story since Moses crossed the Red Sea, the brightest feature since Gene Fowler interviewed the two-head faro dealer, the most incisive editorial since Old Horace shot an azimuth for the younger generation-all these are literally not worth the copy paper they're written on until, and unless, someone reads them.

That is the whole function of typography and layout: to get people to read body type. Assuming that once the reader is into a story, the quality of writing and editing can be expected to keep him there if the body type does not impose too much fatigue on his eyes. It is luring the reader down into the text that becomes a major problem, and that is what headlines, pictures and layout must do.

• When the *Titanic* sank in 1912, the New York *Tribune* ran a two-line banner with a readout of an inverted pyramid of five lines, a cross-line, and another pyramid. In these thirteen lines there were seventy-six words. In a one-column sidebar, the head had forty words in ten lines. If today's hurried and harried reader consumed seventy-six words, he would consider himself fully informed and the story probably would go unread.

Editors recognize today that the typical reader has only a short time to spend with his newspaper before television, night football, movies, commit-

tee meetings, do-it-yourself projects, and even other printed media succeed in capturing the rest of his leisure. When this short period is broken down to time spent on a single page and then to an individual story, the editor realizes he must keep the reader in the body type for as long as possible.

That means heads have to do their enticing quickly. Since research shows that second and third decks rarely lure a reader if the main head has not, we lose nothing by scrapping them and cutting down the time spent in display type. As a matter of fact, there is a real advantage in short heads. Not only do they read faster, they write and set faster, too.

It has been only in the last decade that newspapermen have realized that the only way they make a profit is in a manufacturing process. While editors are normally removed from the problems of the balance sheet, they realize that the only good newspaper is a

BEHIND THE BYLINE

Edmund C. Arnold, editor of Linotype News, is one of the nation's outstanding authorities on newspaper typography and layout. He has received the George Polk Memorial Award and an Award of Merit from the National Editorial Association for his contributions to journalism in this field.

Arnold has conducted "shirt sleeve" sessions on newspaper design in all sections of the United States and parts of Canada. He also has helped redesign newspapers as far away as New Zealand and Iceland.

A newspaperman with more than twenty-five years of experience, Arnold still is co-publisher of the prize-winning Frankenmuth, Michigan, News. He is a Michigan State University journalism graduate.

Arnold conducts columns for a number of publications. He is a member of Sigma Delta Chi and an associate editor of The Quill.

TYPE



profitable one; a dead publication can't convey news or provide community leadership. Editors thus become, in effect, the engineers who draw the blueprints for a new product. They must be sure that the factory can follow their specifications in a profitable operation.

In 1906 one of the greatest stories of our times was displayed with small pedestrian heads. Like the paper at left, gray pages were standard. The page at right shows the fussiness of halftone treatment in the pre-war era. Heads before World War I were wordy, decks numerous, and all-cap heads conventional.



EDMUND C. ARNOLD

• Fortunately, mechanical economies also can speed reading. Jim dashes, which once meticulously separated decks and stories, have been eliminated. With them went the cost of producing useless material and barriers in the path of the eye.

Pictures have grown, not only in popularity and number, but also in size since 1909. This has not been primarily due to technical advances, although improved flash equipment, fast film and electronic engravers have contributed. The main impetus has come from a new attitude by editors who now see art not as a purlioner of editorial space but as a forceful communication and a potent stimulus to readership.

White space has become as useful a tool in news columns as in advertising space. But it took many years before editors were convinced by the sales talk that advertising men used to persuade advertisers that every em of space did not have to be crammed with type to be effective.

 Narrow nameplates, allowing two or more columns to run the full height of page one and stories and pix to run over the flag, have become more prominent. An old but pleasant custom of decorating the nameplate has waned, then slowly revived in the past halfcentury.

Headlines have changed from all capitals to upper and lower case for the sake of readability and, in the last four years, pioneers are beginning to use downstyle heads, in which only the first word and proper nouns are capped -again to speed reading. Heads are getting bigger all the time as their form is simplified and flush-left has become as standard as anything can be in a world of fierce individualism.

• In recent years, the kicker was introduced as a device to get more typographic impact. This short head lends itself to humor, mostly wry. But puns and gags creep into regular headlines, too, and there is a small but noticeable tendency to use connotative, rather than definitive, heads, teasers instead of summaries.

The section or break page has assumed more importance, especially for displaying local news. "The second front page," usually page three, is a comparatively recent innovation. Many editors manage to keep several pages



free of advertising for maximum editorial display.

• Editorial pages, which during the era of Afghanistanism, became as dull as the wares they purveyed, have grown more open and attractive as editorials become more virile. Photographs are being used more and more to beef up the editorial writer's commentary.

Only one change in the past halfcentury has been a bad one from the typographic point of view—the con"Functionalism" is the keyword for this page. All typographical elements that do not perform useful work have been eliminated, leaving heads that speak briskly and lure readers quickly into the story.

By 1955 the New York Herald Tribune had smoothed out the style that won it many Ayer Awards: Flush-left; simple, bigger heads; few decks; no jim dashes. Kickers and horizontal make-up were conventional.

stant decrease in column widths. In 1909, thirteen picas was standard; to-day it is eleven. Without debating the ultimate savings in newsprint which the shrinking column brings, it is obvious that eleven picas departs far from the optimum line length of sixteen picas for an eight-point face, eighteen picas for nine-point.

• Perhaps to counteract too-narrow columns, perhaps because research shows that reader interest increases as type is presented in wide, shallow blocks, horizonal makeup has flourished in post-Korea days. Greater insistence is placed on good presswork as the publisher realizes that he must have a product of total quality to meet a competition that newspapers never faced until a few years ago.

You can't win the 1959 Indianapolis Race with a 1906 auto; you can't compete in the 1959 market with a 1909 newspaper. There have been periods during Sigma Delta Chi's lifetime when the newspaper failed to keep pace with the changing world it mirrors. But in this Golden Anniversary Year, while

Headlines by 1941 were bigger, easier to read. But a hurried reader got so much of the story in display type that he did not need to read the story.

"Downstyle heads" are the most significant trend in 1959. Using capitals just as text matter does, they speed readership and communication.



newsmen may not yet have polished their product to the highest competitive pitch, they are aware of their problems. That is the first step to any solution and succeeding steps are being paced off every day.

 Typography has advanced faster than the reporting techniques. Advances in newspaper design will be most significant as they continue to spur research and experimentation in the basic function of a paper—to convey information.







Words Are Your Tools...

Your words make the news come alive, draw a chuckle or a tear, bring issues into sharp focus . . . but only when, and if, someone reads them! So words deserve to be set in type that reads easily and pleasurably. Without readability there is little readership. That's why Linotype designers have created faces specifically for modern newspaper straight matter and headlines. And that's why Linotype makes available the services of the world's best newspaper typographers to you at no cost or obligation. When you need

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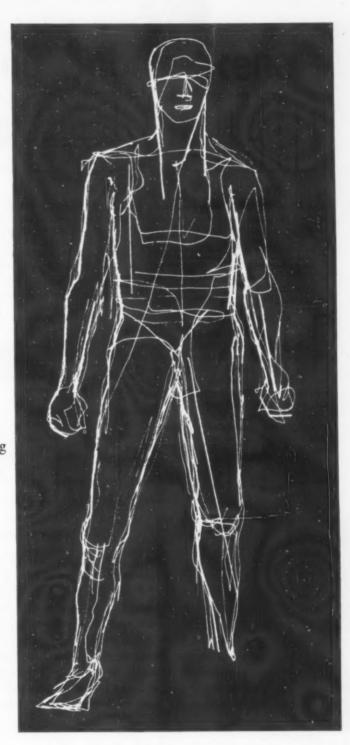
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And each week, whether he is making a speech on the floor of a parliament or attacking a jungle outpost, whether he is making the kind of news that overnight crashes down around our ears or the news that sifts softly from the hourglass, TIME's editors, working within the magazine's broad definition of news, cull and correlate all his doings to bring Everyman into sharp focus for the millions of intelligent people who read TIME to help them understand their world.



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Congratulations, Sigma Delta Chi, on your Golden Anniversary . . . and best wishes for even greater success as you start on your second fifty years.

The Changing Sports Scene

By J. ROY STOCKTON

NE morning not too long ago, while we were still sitting at the sports editor's desk, a dewyeyed circulation manager visited the department with an idea.

"Our dealer in Squint Valley," the circulation manager said, "tells me we could increase our sales tremendously in that area if we carried the football and basketball scores of the high schools in that territory. He tells me that Knob Point High and Tiff Mine Prep played for the Squint Valley Conference championship the other day and we didn't even carry the score. He says we could have sold hundreds of papers if we had had a piece on the big basketball game."

 The years had washed most of the dew from our eyes and we asked the circulation man if he realized how many Knob Points and Tiff Mines there were in out-state Missouri. Rashly we suggested there must be many hundreds.

"So much the better," was the enterprising response. "A couple of hundred subscriptions in each area and we'd really be in business."

Passing up any debate as to whether the good people of Knob Point and Tiff Mine would sign on the dotted line as dedicated subscribers just because the St. Louis *Post-Dispatch* carried little Willie's high school scores, we asked our staff member in charge of high school athletics for a memorandum.

• That memorandum was an eyeopener. In the St. Louis area, not including the important territory across the river in Illinois, seventy-four high and prep schools were playing football. A greater number played a basketball schedule.

My, how the sports picture had changed!

In our high school days there were three city institutions—Central, Mc-Kinley and Yeatman High, and only two prep schools we can remember— Smith Academy and Manual Training School. Competition was so scarce that Western Military Academy was regularly on the high school football schedule. In those days basketball was still a minor sport.

• Yes, there have been tremendous changes in the sports picture. In the old days we had an off-season, after baseball and football finished their schedules. Now there is no off-season. We have pro football, pro basketball and ice hockey, and golf no longer is a seasonal sport, with the men and women pros playing an endless string of winter tournaments.

While the number of sports spectacles has increased and sports staffs have doubled and tripled in size, there is actually less space in the sports sections in which to crowd the news reports.

Sports space was reduced drastically during World War II, because of the shortage of paper and in the interest of other war-time economies. Then the price of newsprint sky-rocketed and the big sports section now rarely is seen.

As a result of increased activity and less space in which to report it, a big burden of editing and selecting has been placed on the sports desk. There isn't room any longer for what we might call fringe sports. And interest in them has grown. There are dedicated groups, small perhaps but important, interested in these fringe or fun sports. Just to name a few, there are groups and clubs deeply interested in archery, table tennis, midget auto racing, sports cars, stock car racing, horse shoe pitching, pigeon racing, model airplanes, stamp collecting, skiing, bicycle racing, ice skating and chess and checkers. Then motor boating and sail boating have grown until they can't be called fringe sports.

• Look at any sports page. You rarely see any mention of any of those fringe

BEHIND THE BYLINE

One of the most widely known sports writers in America, J. Roy Stockton, retired as Sports Editor of the St. Louis, Missouri, Post-Dispatch in 1958 and now lives in St. Petersburg, Florida. He was on the staff of the Post-Dispatch for forty-one years, beginning his service on the copy desk in 1917. Prior to that he had worked for the old St. Louis Republic and the St. Louis Globe-Democrat. He was editor of the Sports Department from 1946 to his retirement. Stockton was president of the Baseball Writers Association of America in 1932. He was a frequent contributor of articles to national magazines and in 1944-1945 he made a USOsponsored trip of the European theater. He spent fifteen months in an Army uniform in World War I.

J. ROY STOCKTON



THE QUILL for November, 1959

sports. And yet their devotees, totalling in the millions, are highly important, circulation-wise and as potential buyers of advertised merchandise.

· One of these days a smart newspaper will start a fringe sport or fun department. It could start with one page a week, perhaps. But it soon would grow. And it wouldn't take much of a staff to handle it. Copy would flow in as it does to the society department. Just a little editing and the Fun Page would be in business. And we can visualize the advertisers of sports cars, motor boats, etc., begging to have their display ads on that Fun Page.

Radio and television have had their effect on the sports page and the business of writing for the sports readers.

Before radio and television the drama of the sports event seemed to be of paramount importance, the drama and the report of what happened. The reader wouldn't know how a fight or a ball game ended until he read it in the newspaper. After radio everybody who was anybody knew who won a ball game or a prize fight many hours before a newspaper could hit the street. And since television, the average aficionado gets a better view of the boxing match or the baseball game than does the average reporter. With many camera angles available the TV director can get a closeup from any side of the ring or from the most advantageous station in a ball park.

· The fight fan or the baseball follower still wants to read about the action he has seen on the screen or heard on the radio, but because of the audio and video, the sports writer has had to change his style of writing. Virtually every newspaper story now has to be from a second day angle and the reporter has to be meticulously careful and inquisitive.

In the old days when a fight or a ball game ended the writer could sit comfortably in the press box, usually, and complete his task by putting into words the graphic and dramatic story of what happened. But today the prospective reader already knows what happened. And so the writer has to go to the fighter's dressing room or the baseball team's dressing room and interview

all the principals.

· What did the manager say to the pitcher when he seemed about to call for a replacement and what did the pitcher say that caused the manager to change his plan? Did that straight right to the chin that knocked Joe Blow to his knees hurt? Did the right fielder lose that drive in the sun, or didn't he stumble? When did Joe Blow feel that he really had his opponent's number? And what was the conversa-



Sports photographers, like sports writers, have changed with the times and today get many unusual shots, like this football picture.

tion just before the umpire thumbed the manager off the field?

We saw a televised ball game the other day, from start to finish, and we had to wait for the newspaper account to get the answers to several questions that the viewing posed. In the game, played in steady rain at St. Louis, Duke Snyder suddenly was ordered off the field by an umpire and the TV announcer didn't know and couldn't tell why. Snyder hit a routine line drive to the center fielder and suddenly the announcer said that the Duke was being ejected.

Viewers are like that. They want all the answers. Just what caused Snyder's ejection? Not until the Post-Dispatch arrived a few days later did we learn that Snyder had been complaining all through the game that if the umpires had the courage of a sick cat they'd call the game because of the slippery, soggy field and the steady rain. And the good reporter must be careful to answer many questions like that.

 Sports writing has improved in quality through the years, as the field of activities has expanded and the stature of the department in the newspaper picture has changed. In the old daysand this is a cliché—the sports department was merely tolerated, like the bum in the corner saloon.

There is no careful screening of candidates for sports writing jobs. The ambitious office boy, after he learned to punch a typewriter, usually with two fingers, had the inside track if there was an opening in the department.

It is different today. An applicant for a job, sports or news side, fills out a lengthy questionnaire and if he hasn't gone to college and earned a degree, majoring in journalism, his chances of being hired are remote.

• There are new factors that make newspapers more careful than they had to be in the old days. Before the Newspaper Guild entered the picture a sports editor or a city editor could and frequently did hire prospects without careful investigation or screening. Then periodically there'd be a retrenchment wave and all the misfits and marginal workers would be fired. Today the editor knows that if he hires a man and doesn't fire him within a specified time, he's hooked with the incompetent forever.

It is fine to have that protection for the workers and the Guild has advanced newspaper men and women tremendously in security and earning power. But men and women can write and be good writers without having earned college degrees. Some of the finest reporters we have known learned the business in the newspaper office. And one of the greatest managing editors was largely self-educated. And he was more of a purist, more of a stickler for correct English and eternal good taste than some of the high executives we have known in journalism.

• In our opinion-and we feel too proud to call that opinion humble—the sports department is one of the best

(Turn to page 33)

Welcoming a New Member Into the Gannett Group

From a Signed Editorial by Paul Miller, President of the Gannett Newspapers, in the Rochester Times-Union, September 5, 1959

The Camden Courier-Post, a newspaper with a record of independent public service, was acquired by Gannett Co. Inc., on Sept. 1, 1959, and became a member of the Gannett Group.

What now? Is there danger that it may be somehow swallowed up in a large organization closely dictating its

Time was when such apprehension might have been well grounded in the sale of a newspaper to a multiple ownership.

Not so today. More and more, companies operating a number of newspapers are adhering to the principle of local autonomy long basic in the Gannett Group.

The principle not only is good journalism. It also is good business. A competent local management is more likely to operate profitably and successfully under a minimum of outside control or interference.

So, whether for reasons of idealism or good business sense, the concern, honestly voiced by many, of dictatorial outside control putting a damper on initiative, stunting local community service and growth, enforcing a kind of journalistic thought control over a widening area—such concern is seldom justified today. And definitely not at Camden.

The Camden Courier-Post was brought to its present peak of service and development by Mr. and Mrs. Harold A. Stretch and their remarkable family. When Mr. Stretch died, Mrs. Stretch became the head of the company. A daughter, Miss Jane Stretch, is editor. A son, William A. Stretch, is general manager. Mrs. Stretch is retiring. The son and daughter carry on.

The directors, officers and staff of Gannett Co. Inc. will be in close touch, available for counsel in specific fields of advertising, circulation, personnel, news and general policy.

But the direct responsibility will rest, as now, in the hands of the management at Camden.

Inquiries indicate that outsiders wonder most as to editorial and news policy in our group operation.

There is no central editorial policy direction from the Gannett Central Office. Gannett news bureaus are maintained at Washington, Albany, New York and elsewhere. They will be available to the Camden *Courier-Post* for queries, special stories and so on. But it will be up to the editors of The *Courier-Post* to print or not to print material received on the special group news wire.

The Central Office will expect to be advised or even consulted in case of a sharply controversial issue in which The *Courier-Post* becomes involved. But the final decision will rest at Camden as The *Courier-Post* works toward a continually improving product;

Improving in news coverage and value to advertisers. Improving in the circulation area it serves. Improving in the "general journalistic excellence" which has won it state, regional and even national note. . . .

A reader may ask: Well then, what responsibility does the Gannett Company itself assume for the public-interest operation of its newspaper properties?

Briefly, we believe each individual newspaper should "stand for semething." A newspaper should stand for everything that is best for its community, as the management sees it. It should not duck local or other issues. It should exert its best influence in government affairs and not mince words or withhold facts. It should contend for whatever it favors in the public interest.

In all its activities, however, a newspaper should be fair and unbiased in its news columns, no matter how strong the opinions expressed on its editorial page.

And, even on the editorial page, a newspaper should bend over backward to see that a hearing is given those with contrary views. In many cases, I believe, contrary views should be solicited; especially in a single ownership or one-newspaper city.

But, and again, the application of these principles of fairness in the news columns and bold opinion on the editorial page is up to local management.

What happens if the local management badly slips or errs? Or if a local management over a period of time proves incapable of discharging the responsibility and authority handed it? It is up to the Central Office to see that each property is competently staffed. Without competent local leadership, nothing would work for long. With it, "all things are possible."

The Gannett Newspapers

The Hartford (Conn.) Times • Danville (Ill.) Commercial News • Camden (N. J.) Courier-Post • Plainfield (N. J.) Courier-News

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His check-processed 1967 miles away-includes yesterday's overtime!

Corporate payrolls are kept up to the second when a company has a Western Union Private Wire System. Here's how it works. Basic data, transmitted in seconds and fed into computers, can be accurately and rapidly translated into data for checkwriting equipment. The entire process of transmitting, computing, and producing written checks takes only minutes—even over distances of thousands of miles.

This is just one example of the many complex business activities served by Western Union's Private Wire Systems.

WESTERN

Telegraph Services
Private Wire Systems
Facsimile
Microwave
Data Processing
Special Services

Sports

(Continued from page 30)

training schools a newspaper man can have. The sports pages are as a newspaper within a newspaper. And the average good sports department man, after a couple of years, knows more about how a paper is put together than the average good news side reporter after ten years.

When we broke in under John E. Wray, one of the great sports editors and a pioneer in the quaint idea that sports should be written in good, sound English, there were four regular members in the department, including Wray. When we retired July 1, 1958, the department had tripled in size. But when there were four or when there were twelve, virtually every man in the department was a well-rounded newspaper man.

Every man in the department knew how to write copy, read copy, lay out pages, decorate the page with art, write captions and underlines, make corrections or make up the pages in the composing room. Each knew how to appraise news, what happened in the engraving room, where the bases came from, where the correction bank was, what the dead lines were and whether sufficient time remained to get that new lead into type and into the page.

• Actually, barring possibly a brand new man with less than a year's experience, any member of the sports staff could take charge in an early morning emergency and get out the sports pages all by himself and without a slip. And there aren't many reporters, even among the news side veterans, who could handle a situation like that.



One of the big changes in the sports coverage picture is to be found in the vastly increased attention the wire services now pay to sports, as compared to the early days. As late as the 'twenties comparatively little sports news was carried over the Associated Press and United Press wires. If a sports editor wanted big league baseball reports, including box scores, he'd have to order from special correspondents. Even world series reports were crowded in on the straight news wire, whenever there was room.

• Today, the Associated Press and United Press-International send box scores of all major league games, a round-up daily on major league activities, and at the Post-Dispatch in recent years, we had a special receiving machine from each service, right in the sports room, with news streaming in day and night on exclusively sports wires.

Better writing, with good English replacing the slang and jargon of the playing field, has made the sports pages more attractive to more readers, and another big factor in window dressing the section has been the vast improvement and expansion of pictorial coverage of sports.

In our early days of baseball coverage, when we wanted pictures at a training camp and didn't have a staff photographer with us, the home town photographer set up his camera, complete with light-excluding black sheet, and warned the athletes not to move. Virtually all pictures were posed.

Today the cameras can stop a sliding Willie Mays or catch Warren Spahn in the middle of his pitching wind-up. The posed picture is a thing of the past, as far as "now don't move" is concerned.

Cameras from baseball, football or basketball balconies record the action of a contest from start to finish and, thanks to the wire-photo, sports editors have pictures in hand while play is still going on.

These action pictures are eye-arresting, causing many a reader with only casual interest in sports, to linger over the sports pages. Available pictures after any sports event are so plentful that the sports editor would like to have an extra page allotted daily to sports, exclusively for photographs.

• Along with improved art, the sports page make-up has become more attractive. Fifty years ago one day's sports page was very much like that of the next day, or the day before. But with more pictures and a greater variety of type available, each day's pages can be a pleasant surprise. And the laying out of the pages, formerly a routine affair, now has become an art in itself.

Writing sports is one of the most pleasant occupations in the newspaper field. Our happiest working years were when we were on the baseball beat, traveling with the Browns and later the Cardinals, living an interesting life of crowds and excitement.

There has been a big change in base-ball through the years, too. In the old days the owners of baseball clubs were men deeply interested in baseball. The game was their life and their means of livelihood. The baseball writer knew them all, called most of them by their first names. But today the ball clubs are owned by breweries, construction magnates, syndicates of business ty-coons, men who know very little about baseball, men who owe nothing to baseball and men to whom baseball certainly owes nothing.

It isn't as much fun covering baseball, either, as it was in the old days. Then games were played where it was born, in the afternoon sunshine. Your day's work would be done at five or six in the evening and you'd be free to inspect all the alluring things you could find on Broadway, or Michigan Avenue, or Boylston Street, or Broad.

• Now the baseball writer finds himself wrapping up his story an hour after midnight and of course by that time all the nicer places are closed. And it's home to bed, because tomorrow there's a double-header, and then he must catch a plane and fly to California.

the fascinating story of a newspaper's 100 years of growth—



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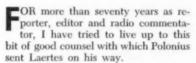
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Kaltenborn Looks Back On Early Days Of Radio News

By H. V. KALTENBORN

This above all: to thine own self be true, and it must follow, as the night the day, thou canst not then be false to any man.

-Shakespeare.



Every man sets himself a certain standard; the hard thing is to live up to it. In my line of work—that of analyzing and interpreting the news of the day for millions of readers and listeners—the temptation to serve something other than the public interest is constant. The human instinct to protect friends, the natural desire to escape criticism, the direct or indirect pressure from business and editorial associates, the more or less legitimate demands of an advertising sponsor are always raising ethical issues.

 Without some guiding principle it is not easy to know what to do. The simplest way out is to yield to pressure. But that undermines character and makes it more difficult to resist the next demand.

As a boy I studied the lives of our great American editors and learned that they became great because they had the courage and independence to be true to themselves. That became my ambition: to make the public cause my cause and to serve it regardless of cost or consequences. I have not always been right, alas, but I have been true to myself even when I was wrong.

So, if I were now asked to name the dominating factor in my seventy years of experience in the press and on the



H. V. KALTENBORN

air, my answer would be "the continuing battle for free speech."

• My long continued and largely successful effort to write and say what I please began with my service on the Merrill, Wisconsin weeklies, the News and the Advocate. It continued with big city journalism and throughout nearly four decades of service on radio and television. If, in this article, I stress the obstacles to complete freedom of expression, it does not mean failure to appreciate the vast areas of freedom to speak and write as I please that have always been mine. My career is the best evidence that restrictions give way when public opinion is aroused.

• I picked up simple news items for the two Merrill weeklies without pay just for the pleasure of seeing what I wrote in print. When I began my work as freelance reporter at the age of eleven in this small Wisconsin lumber town no distinguished writing was required. The items I turned in and which were usually printed consisted of such statements as "John Smith spent the time between trains in Wausau on Friday. He was there on business." Or, "Mrs. Mary Jones will be away from her Merrill home during the next two weeks spending the time with her daughter, Mrs. William Ellis, in Tomahawk."

So long as my contributions did not go beyond such succinct statements of simple fact they were not censored.

But the moment I ventured to express opinions I was in trouble. For example, I was not permitted to say in print, "George Henry's barn is very much in need of a coat of paint" or "Albert Meyer has not been feeling well lately. Too many late hours?"

I soon learned that in the Merrill Advocate all items were supposed to be complimentary. Only the editorowner allowed himself the occasional

BEHIND THE BYLINE

The dean of American radio and television commentators, H. V. Kaltenborn, who lives in New York City, confines his radio and television work now to occasional guest appearances. Born in Wisconsin in 1878, Kaltenborn was graduated from Harvard University and holds three honorary degrees. His first newspaper job was as city editor of the Merrill, Wisconsin, Advocate. In 1910 he joined the staff of the Brooklyn, New York, Eagle where he served as dramatic editor, editorial writer and assistant managing editor. He began his radio career in 1922 as a news analyst. From 1929 to 1940 he was with the Columbia Broadcasting System and since 1940 he has been associated with the National Broadcasting Company. He is the author of a number of books and has been awarded a number of medals and citations for his significant contributions to radio and television

privilege of writing critically about a local person. I learned that there were a number of persons whose names were never to be mentioned in any connection, no matter how newsworthy their actions might appear. There were also a fair number of what were known as "sacred cows." Any reference to these institutions or individuals had to be submitted to the publisher before they were sent to the composing room. He would determine whether the items were to be suppressed, edited or published as written.

• I felt an inward rebellion against these restrictions but was obliged to comply with them even when I received the exalted title of city editor of the Advocate after my return from service in the Spanish-American War.

My first experience with a different kind of censorship was as correspondent for the Milwaukee Journal during the stay of my Wisconsin Spanish War regiment in Anniston, Alabama. On the occasion of a Wisconsin statewide election I was pleased with the results. So I got some similarly-minded boys from Company F, Fourth Wisconsin Volunteer Infantry, a company in which I then held the rank of sergeant, to organize a bonfire victory celebration. Then I reported the event to the *Jour-*

When the item came to the attention of Colonel Seaman, the regimental commander, he sent for me and explained that a military unit was not supposed to show any preference for one political party over another. As a sergeant I should not have permitted such a celebration to take place and should certainly not have reported it to the Milwaukee Journal. Then and there I learned that freedom of the press cannot be complete when a reporter is also subject to military discipline.

· Because of these early experiences, I was somewhat prepared for definite limitations on my freedom of expression when I began my career in metropolitan journalism as a reporter on the Brooklyn Eagle in 1902. The Eagle also had its sacred cows, persons and institutions that had to be treated very gingerly when they were mentioned at all. When assigned to interview the manufacturer of the much-advertised Post Cereals, I was told to submit the interview to him for his emendation and correction. He changed it freely, adding some things he didn't say and eliminating others that he did say. When I brought back the censored version to the editor I told him it was not the interview I had obtained. He told me to forget it and to print Post's version.

• This was still a time when department stores, as the largest newspaper advertisers, were able to exercise a good deal of influence on news and editorial departments in many newspaper offices. I frequently was assigned to write news stories about some department store event that belonged in the advertising columns. But it was the custom, at least on the Eagle, to allow a certain amount of free space as well as censorship to the big advertisers. Minor department store thefts, fires or elevator accidents had to be reported very briefly or not at all.

Sometimes pressure from store owners kept real news out of the paper. I remember covering the divorce of the son of a Brooklyn department store owner. I succeeded, after some difficulty, in finding the unhappy wife and got her side of the story. It was an Eagle exclusive and would normally have rated a good half column on the first page.

• When my story didn't appear I inquired and found out it had been suppressed on orders from the publisher, who had been contacted by the department store owner. I was so angry that I committed an act of dislovalty by sending the story to the New York World just as I had written it. They rewrote it and published it as a World exclusive. Because I wasn't found out I wasn't fired. I felt that I had struck a successful blow for freedom of the press, but the episode left me with an uncomfortable feeling.

I have always believed that news should never be suppressed for material or personal motives, even though I am far from agreeing with the New York Sun's declaration: "Whatever God permits to happen we are not too proud to print." I prefer the more sober, if more self-important New York Times motto: "All the news that's fit to print." This, of course, assumes that the Times editor's judgment on fitness will be in-

For years I wrote Brooklyn Eagle editorials with comparatively little censorship or restriction except as to space. Occasionally I got into trouble as when I wrote a heartfelt endorsement of going without a hat. You not only saved the money collected by hat check girls. but you helped hair grow by exposing bald spots to sun and air. You belonged to the younger generation so long as you dared go hatless.

 Next day a sad-faced advertising manager informed me that a hat company had cancelled all Eagle advertising. He agreed that there was nothing we could do about it except to assure one irate hat seller that this was not to be the first blast in a "No hats"

campaign. But it taught me that the paper's business department had problems of which I was supposed to be aware even as I exercised my muchcherished editorial freedom.

· Soon I was to learn that while the metropolitan press had pretty well learned to stand up against such protests, those in control of the first radio stations were highly sensitive about any kind of criticism. My occasional appearances on radio began on April 4, 1922, when I made my first current events broadcast over a long and short wave station operated by the United States Army Signal Corps on Bedloe's Island in New York harbor. The broadcast, which discussed a John L. Lewis coal strike, Prime Minister Lloyd George's social service proposals for the British and several other topics, drew no protests. Listeners were so delighted to hear my voice in their living rooms "clear as a bell" they paid little heed to what I said.

This soon changed. In 1923, I began a series of weekly broadcasts over Station WEAF in New York City under the auspices of the Brooklyn Eagle, of which I was associate editor. This station was an experimental enterprise owned and operated by the American

From One Golden Anniversary Celebrant to Another



Last year The Christian Science Monitor marked the rounding out of 50 years of service to constructive and informative journalism.

This year it is happy to salute Sigma Delta Chi on the completion of 50 years of service to the ideals of talent, energy and truth.

Having on its staff numerous members of Sigma Delta Chi, the Monitor is keenly aware of the contributions of this profes-sional journalistic fraternity.

We believe that members both of SDX and of the broader fraternity of the newspaper craft are well aware of the value of the Monitor for its international news, editorial and background coverage.

THE CHRISTIAN SCIENCE MONITOR

Published by THE CHRISTIAN SCIENCE PUBLISHING SOCIETY One Norway Street, Boston 15, Massachusetts

Telephone and Telegraph Company, one of the country's top utilities. My assignment was to deliver a thirty-minute address on current events once a week at an early evening hour.

• Radio broadcasting was then a new public service undertaking which might involve the use of telephone lines. Already the company was experimenting in sending the New York programs to Washington over a telephone line. These selected New York programs were broadcast by another experimental radio station established in the nation's capital.

This Washington connection turned out to have definite significance as far as I was concerned. In one of my early broadcasts over WEAF I criticized the then Secretary of State Hughes for the gruff manner in which he had replied to an overture for recognition from the Soviet government. I felt that he had been unnecessarily rude and said so in my broadcast. I still assumed I had the same right to say things on the air that I said in the editorials I was then writing for the Eagle.

• It happened that on this particular evening the secretary of state was entertaining company in his own home and had turned on his radio. He was used to criticism from the press, but here was something new that he resented. He knew the president of the big public service company that was running WEAF and called him on the telephone to make a vigorous protest. This promptly filtered down to the vice-president in charge of WEAF operations. He talked the matter over with me and urged me to be extremely careful about criticising public officials who might have some relation with the telephone company.

• A few weeks later I had occasion to criticize the federal judge who had imposed a contempt order on New York City Comptroller Craig. This particular judge also happened to be hearing a rate case in which the telephone company was involved. The vice-president in charge of legal matters promptly pounced upon the vice-president in charge of WEAF. There was an interview in which I defended my right to criticize any public official, including a judge.

My next offense was criticism of a union labor leader who was on a strike which, I felt, was against the public interest. Now it was the vice-president in charge of labor relations who complained. But by this time the vice-president in charge of what he thought was an entertainment medium had enough. He notified the *Eagle* that the agreement between the telephone company and the newspaper to carry my broadcasts through the winter and spring was cancelled and that I would no longer be permitted to express my views over *WEAF*.

The Brooklyn Daily Eagle backed my right to express my opinion. They objected to the cancellation of the broadcast agreement and announced that the Eagle would take vigorous editorial exception to any such action by the telephone company. The threat was effective. I was allowed to continue my broadcasts until the term originally agreed upon had expired, but all efforts to renew the agreement failed and I had to seek permission from other radio stations to express my opinions.

• My broadcasts were the first of their kind and they became extremely popular. At the conclusion of the WEAF series the Eagle published a double page of letters from listeners who wanted them continued. As a result of this favorable publicity it was easy for me to find other stations in both Brooklyn and Manhattan to carry my commentaries. But after one or two protests against something I said the owners of these relatively small broadcasting stations became frightened. I become known as "the wandering voice of radio" or "the stormy petrel of the

air" as I was once introduced to the New York Advertising Club.

My first more or less permanent home was at Station WOR, the Bamberger station of Newark, New Jersey, which had enough financial backing and editorial courage to allow me to carry on. During my WOR broadcasts my most serious threat came from New York City Mayor James J. Walker. I voiced vigorous criticism of the famous Iimmy's activities even before Governor Roosevelt. WOR was told that unless it cancelled my broadcasts the station would not be permitted to pick up any events over which the New York City administration had control. This was at a time when city hall receptions and ticker tape parades were a regular thing. Numerous municipal events were featured by all the local broadcasting stations.

• The WOR management refused to censor my talks and they continued until I transferred to Station WABC, the New York City station of the newly-organized Columbia Broadcasting System. This network soon sold my talks to sponsors on a commercial basis. At CBS I had comparative freedom of speech until the CBS executives decided in the late thirties that no one, as they put it, would be allowed "to editorialize the news."

CBS Vice-President Klauber told me it was all right to express opinions so long as I attributed them to someone else. He suggested I use such phrases as "well-informed circles say," "a high official reveals," or "it is generally understood in diplomatic circles." I told him this was a subterfuge and as a competent reporter and long-time editorial writer I should be allowed to express an opinion.

• It was about that time I enhanced my reputation by what became known as my Munich marathon of 1938. CBS proudly informed the world I did more than a hundred extemporaneous broadcasts correctly interpreting and anticipating the development and results of the Munich crisis. Because of this success I received a bid from the National Broadcasting Company which enabled me to write a broadcasting contract which would respect my freedom of speech. With few exceptions I have had it ever since.

In recent years news analysts have been more closely restricted. Television has reduced the income of the radio networks and made them more timid. But the battle for free speech on the air, like the battle for a free press, must be continued. It will not stay won unless we continue to fight for it. I am proud of having had the privilege to fight and win a few minor battles in that good cause.

CONGRATULATIONS!

TO

Sigma Delta Chi on their 50th

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ANNIVERSARY

NATIONAL SPORTING GOODS ASSOCIATION

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Sample flight times: Atlanta-New York, 110 min.; Chicago-Miami, 2 hrs. 47 min.; Dallas-Atlanta, 100 min.; Detroit-Miami, 2 hrs. 46 min.



DELTA AIR LINES

We Have Just Begun Fight for Press Freedom

By JAMES S. POPE



JAMES S. POPE

REEDOM of Information is the name of a tough movement, a rough fight. But it has one exceedingly tender side—its age.

The umbilical infancy of one of the significant efforts of our time is hard to believe. I know this family secret as well as any man; and yet, when the editor of The Quill asked me to do a piece on FOI for the Anniversary Issue, I thought about the matter chronologically and felt a mild shock.

Sigma Delta Chi is a Methuselah of fifty. Almost retirement age. And the odd fusion of anger and inspiration and hope called Freedom of Information is ten years old.

So you, gentlemen, you of the press, are seeing the actual birth of a freedom-fight which your descendants will find ranked, I feel sure, among the critical battles of history.

• Why our defensive action was so grievously late I cannot tell you. But it is a fact that though our Bill of Rights almost two centuries ago laid down as a first necessity of freedom the freedom of the press, one of its essential pillars was almost totally ignored until day before yesterday. The freedom to publish is no good without freedom of access. You can't tell citizens what they need to know about their governments if you can't find out yourself.

At the end of the eighteenth century government was small, tentative, visible. Authors of the Bill of Rights simply could not foresee today's colossus, with millions working in government, with news of the common business concealed behind mountains of red tape.

Even after the size and the dangerous power of government became conspicuous, we were inexcusably slow in recognizing the need for, in organizing, a concerted attack.

So Freedom of Information is, indeed, a child, fighting the massed muscle of bureaucracy,

• What can you say about a baby? Not even a pretty baby. Yet the surprising fact is that FOI has knocked out some really big guys and it has got itself feared in many secret places of government. Historians of our century won't be able to ignore it—it may rank alongside the automobile and television, the rocket and rock-and-roll.

The exact birthday of FOI is not readily fixed. The infant form was deceptive. It assumed one shape, changed quickly, and as it grew showed a stubborn tendency to reincarnate and enlarge itself at frequent intervals.

But I believe we can fix the year of full-stature birth, as against conception and incubation (there were several mamas and papas in this roisterous business), as 1949; and certainly we can say that a decade later FOI was perhaps the lustiest offspring for its age free men have produced.

• This peculiar vitality is, I believe, nature's defense.

It was and is a law of life for FOI that it cannot drowse as other freedoms do and wake up still alive. It is the most volatile and vulnerable of them. Time is no armor; FOI can get a nearmortal wound in the moment it takes to slam a door shut, to turn a key. In the time it took President Eisenhower on May 17, 1954, to sign a letter; or President Truman three years earlier to sign an executive order. If FOI does not fight daily against its enemies it can perish more swiftly than it came into being.

• FOI's spiritual sire was a noble experiment called World Freedom of Information. But it became true here if ever that the child must become father to the man. WFOI was fine in concept, but was still-born. The American Society of Newspaper Editors under Erwin D. Canham of the Christian Science Monitor was a leader in WFOI, but Canham was one of the first to see that we could not liberate much information overseas until we had mastered this art at home.

Even earlier Kent Cooper of the Associated Press and others had been talking of "the right to know," and their influence helped create a climate of vigilance. But our main concern was the blocking of news overseas. We hadn't quite realized how many doors were being slammed in our own house.

Canham told ASNE in 1948: "Preservation of freedom here at home is still our first task. . . . We must keep up the watch on the Potomac."

BEHIND THE BYLINE

Long a crusader for the people's right to know, James S. Pope began his newspaper career as a reporter for the Atlanta, Georgia, Journal in 1926. He served as city editor and later managing editor until 1940 when he joined the Louisville, Kentucky, Courier-Journal as managing editor. Since 1952 he has been executive editor of the Courier-Journal and the Louisville Times. He served in the Office of Censorship in 1943-1944. He is a Fellow of Sigma Delta Chi and has served on its Executive Council. He is a past president of the American Society of Newspaper Editors and has served as chairman of its Freedom of Information Committee.

• And by heaven we did. In 1949, the first report was made to ASNE by that two-gun, shoot-'em-from-the-hip Potomac watchman, Basil L. Walters of the Chicago Daily News. Walters' report ranged from "Tokyo to Moose Lake, Minnesota," but the emphasis was on Moose Lake. FOI came alive as a force to save American democracy from death through ignorance.

In 1950, Walters made his second annual report. The home front was wide open. A watch was beginning on the Colorado and the Chattahoochee and the Charles as well as on the Potomac. Hidden information about government was discovered to be our most richly dispersed, untapped, natural resource.

A year later I made my own first report as chairman. The program title was simply "The Domestic Front" and the FOI committee of ASNE from that time on has been a domestically oriented one.

For the chairman, then as now, Freedom of Information had to be just about a full-time occupation. That first year my files ended up in sixty-five separate envelopes containing over 500 items—correspondence, papers, clippings. Each year for three years the file doubled and redoubled.

The 1951 report said: "We can begin to report on the real scope and significance of this battle for free information. We are learning where the lines are closest; something of the size, the resources, and the methods of our adversaries."

 At the very least, we had made a start. If FOI can be said to have seen the light of day in 1948, I believe it reached its first maturity in 1951.

This was not, naturally, because I was chairman, except that I felt so inadequate I became an instrument of recruitment. In my anger and futility against the smugly massed face of officialdom and its claim of sovereignty over news of government, I asked the ASNE Board of Directors to let me look for expert help.

I was commissioned to seek someone who could bring legal intelligence and organization to bear upon what we recognized now as a major, a long-range campaign.

And so on the convention program of 1951 you will find a simple line which may be the most important that will be printed in the annuals of FOI. It said: "Access to Public Records, Dr. Harold L. Cross."

This was our new weapon. And not, thank God, a secret one.

We badly needed a man like Cross, an experienced newspaper lawyer, to explore the legal jungles, state and federal, affecting public knowledge, and give us a chart of them. At that point we didn't even know where we were, much less where we should go, or how.

Cross was a great lawyer and a very great gentleman. Without him, there would have been no guidebook like "The People's Right to Know," no legally wise friend to run to with our bruises and frustrations.

• I'll even say Congress would not have amended the misused "housekeeping statute" which Harold Cross ran down and identified as the germ of the disease of secrecy. I'm sure Representative John Moss and Senator Thomas Hennings will gladly confess how much guidance they inherited from Cross.

They are the men leading the great offensive in Congress now against federal secrecy. They have taken up the fight in areas which we as editors could not penetrate.

Cross was more than a brilliant mind. He was a man with the heart and spirit and wisdom of a truly great editor—a man who made us see the scope of our own job and who reacted powerfully against tyranny, petty or otherwise.

I believe the fight for free information is a key conflict of this century; and in this fight Cross has been the source not only of legal guidance but of much of the fire and stamina on our side.

• Harold Cross died August 9, 1959, at his home in Maine. He had been in failing health or he would never have withdrawn from active work as ASNE counsel in 1958. His death is by far the worst blow FOI has suffered. Those of us who relied upon him most for guidance feel quite lost. We can only fight on as he taught us to, and see to it that his contribution to human freedom is never forgotten.

J. Russell Wiggins, the executive editor of the Washington *Post and Times Herald*, became chairman of the ASNE FOI committee in 1953 and he served three years before passing that post along to Herbert Brucker, editor of the Hartford *Courant*.

Wiggins has been extremely effective, both because of his strategic situation in the heartland of the cult of secrecy—Washington, D. C.,—and because his mind contains a neat history of man's fight for freedom which his voice and pen can express with power and eloquence.

He is author of the powerful book, "Freedom or Secrecy."

As this is written, Wiggins is president of ASNE and so in a good position to lead the fight on secrecy this year.

Brucker in 1958 could report that Congressional secrecy (over a third of the committee meetings had been held for years behind locked doors) was at a four-year low. Herbert's distinguished service as ASNE chairman perhaps has been crowned by the success of his attacks on Canon 35 of the American Bar Association. His logic and his reasonableness seem to have won some assurance that this outdated fiat will be liberalized or dropped before another year has passed.

Brucker's fine book, "Freedom of Information," was published appropriately in 1949. The title, which had "gained some currency" as a substitute for freedom of the press, he conceived of as covering freedom from all pressures and influences, outside government as well as inside.

At that time we had not discovered and catalogued the specific practitioners and methods of secrecy, as the Moss and Hennings committees have done. I think Herbert Brucker, while keeping his broad interpretation of FOI as our ultimate goal, would also bless the adoption of the name by our peculiar brand of freedom-fighters.

Brucker helped us get started the current fight in Congress for the amendment of 5 USCA 1001-1011, an act which covers administrative procedures and includes some very repressive language.

 In April, 1959, Sevellon Brown III, editor of The Providence Journal and Bulletin, took over ASNE's chairmanship. He already had gained much combat experience as a member of this committee.

I have mentioned ASNE first in this recital for two reasons: it was the first group in the field with an organized FOI attack and it brought Harold Cross into action. But this has been far from a one-group war.

Back in 1953, Sigma Delta Chi laid the groundwork for some distinguished history by getting V. M. Newton Jr., of The Tampa *Tribune* to become chairman of an FOI committee. This has produced one of the outstanding achievements of the decade.

As I sit here writing, I can see spread out on my desk some of Newton's recent reports. They are much more than reports. They are gold mines of new data and inspiration.

• This man has a built-in blaze of fury for the concealers of public information. When his flame-thrower is unleashed, he doesn't give a hoot in hell whether the target is a Florida sheriff or a United States senator or even the White House.

FOI is in essence a revolutionary movement and all such movements live or die on spirit. Newton's spirit, his astounding vitality in battle, his omniscence about everything going on in every state have been vital factors in all that has been accomplished. Sigma

the deadline club

The New York Chapter of Sigma Delta Chi

Looks Forward to Entertaining You, Nov. 30-Dec. 3, 1960—At the Annual Convention in New York, N.Y. (The Biltmore Hotel). Delta Chi can be proud that in its first half century a record like Newton's becomes a part of fraternity history.

His 1957 report was the most comprehensive single document I have seen on news suppression at every level and depth. Some of our colleagues think Newton hits too hard now and then, antagonizing some of our potential friends. His net value probably makes such risks negligible. And his speeches and letters have made FOI a living reality to many public officials who otherwise would never have heard of it. Newton doesn't know how to hit easy.

• Sigma Delta Chi's main achievement of course, has been in stimulating state laws for open meetings and records. In August, 1959, THE QUILL reported five new states which had adopted Sigma Delta Chi model laws or very similar legislation. One or both of the two laws affecting meetings and records have been adopted by eighteen states, a miraculous piece of effectiveness in this new field of action in so short a time.

Newton has just made a spot survey of a dozen states on results from their new laws. His findings will be Section Five of his 1959 report. The beneficial effects are cumulating at a wholesome rate. FOI at the state level is definitely over the hump. Other states are bound to fall in line year by year.

Much of the vital history of FOI can be found in the files of Sigma Delta Chi. The Historian: V. M. Newton Jr.

I cannot enumerate all the groups and individuals who have joined up for the duration and are doing their part.

• Because of the general apathy and/or resentment among the Washington press corps as a whole about FOI (as if editors from the hinterland had no right to invade the sacred city and publicize long-neglected areas of secrecy). I have to cite the distinguished support—nay, leadership—we have received from Clark Mollenhoff of the Cowles Publications. He has testified before many committees and fought news controls day by day. Also helpful in testimony have been James Reston of the New York Times, Joe Alsop, the columnist, and others.

Mollenhoff has been potent in focusing attention on one of the momentous issues this nation has faced internally—the attempted creation by fiat of a broad and omnipotent administrative power called "executive privilege." Such power is not prescribed in the Constitution. It is not in the Bill of Rights. Yet the President and the Attorney General contend it gives federal administrators a paramount right to conceal information.

As Mollenhoff says in the July, 1959, Atlantic: "The 'executive privilege' doctrine is simply this: Officials of the executive branch of the Government can refuse to produce government records or testify before a congressional committee if they decide the information sought is 'confidential executive business.'"

(This claim was first laid down in the letter to which I have already referred, written in connection with the McCarthy hearings.)

• Mollenhoff adds: "The Teapot Dome scandals of the Harding Administration could have been covered up if government officials had then applied even the mildest form of executive privilege as laid down (in the presidential letter). The tax scandals of the Truman Administration could have been concealed."

Here is one of FOI's achievements and challenges. We succeeded in spotlighting this issue. We have exposed the cult of secrecy at work on its secret formulas.

Now we have to follow through to a showdown. No court has ever passed on this absurd claim to absolute power over public information by thousands of big and petty officials. We can at least insist the claim be examined and settled by the courts.

 The Associated Press Managing Editors Association is another well-organized and effective FOI campaigner, specializing in news barriers at the state and local level.

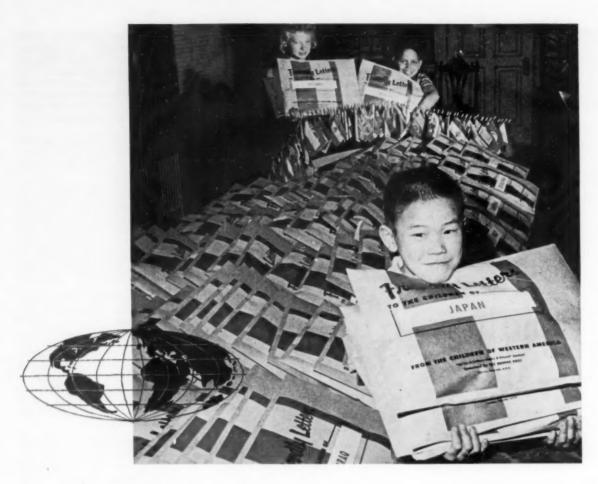
And gradually we found adherents in the American and the Southern Newspaper Publishers associations, the National Editorial Association, National Press Photographers Association, National Association of Radio and Television Broadcasters, and the Inter-American Press Association.

The use of secrecy to preserve military security we do not question; though we certainly do question some of the extensions of this privilege indulged in by both civilian and military people in the Pentagon.

In a recent report on the activities of the Moss Subcommittee, the chairman of the parent committee, Representative William L. Dawson, said: "To an alarming degree, the Pentagon's information organization has assumed characteristics of a propaganda ministry, and confusion has replaced candor in areas of vital importance to the survival of a democratic society."

This is the judgment of members of Congress who have investigated exhaustively for several years. As newspapermen, we can heartily endorse it.

There's a world of difference between military security and a propaganda ministry—and that world may be ours.



Ambassadors plenipotentiary 6th grade in school...1st grade in influence

This past year, in support of United Nations Week, The Denver Post initiated a "Write a Letter—Make a Friend" contest among sixth graders in its circulation area. Each student was asked to write a friendship letter to a typical boy and girl in one of the United Nations.

7639 sixth grade ambassadors of goodwill wrote letters to boys and girls in eighty-one countries.

From teachers everywhere came enthusiastic approval. Typical of this approval were the comments of Mrs. Louise Messerschmitt of Longmont, Colorado:, "May I extend a heartfelt 'thank you' for this splendid contest. Every one of my ninety sixth graders were happy to

participate, for they realized that even though there were two winners, there were no losers."

The diplomats were no less appreciative. Representatives of nations throughout the world sent Editor Palmer Hoyt comments similar to these from Christian X. Palamas of Greece: "I have been moved by the wonderful initiative of The Denver Post to bring into contact the young generation of the United States and Greece. May I take this opportunity to express to you my warm congratulations and to tell you what a good reception, I am sure, these letters will have in Greece."

The "Write a Letter—Make a Friend" activity won Editor & Publisher's award for the best public service project among newspapers with 50,000 or more circulation. More important, it won hundreds of friends for America. And it will be repeated.

The Denver Post believes a newspaper's responsibility does not end with bringing its readers complete coverage of the news. Any newspaper aspiring to leadership must also initiate and support worthwhile activities in the area it serves.

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Bonne Bound

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factest growing major warket

Editor and Publisher: Palmer Hoyt

Represented Nationally by Moloney, Regan & Schmitt

Television Backgrounds Today's Headlines

By IRVING GITLIN

EOPLE interested in keeping up with world events via television—and that includes most of us—are becoming increasingly aware of the fact that news and public affairs programming has begun to escape the confines of Sunday afternoon. And these same people are also becoming increasingly aware of one and two-minute breaks during these programs which are known as commercials.

This is a far cry from 1955, for example, when the Public Affairs Department of CBS News was locked into a sponsorless Sunday afternoon schedule. It is almost as far a cry from 1956 when AIR POWER was the only sponsored program on the public affairs schedule and a pioneering ninety-minute examination of mental illness, OUT OF DARKNESS, was first broadcast on a Sunday afternoon, without much fanfare, to say nothing of a sponsor. (Later, because of widespread response, a sixty-minute sponsored version was broadcast.)

• Today everything has changed. News and public affairs programs are bursting out all over. They can be seen at varying times on weekdays and weeknights and they have attracted some of the nation's leading advertisers. For purposes of illustration, let's

For purposes of illustration, let's examine the 1959-60 season at CBS News:

WOMAN!, an actuality program dealing with the American female here



In covering the 1948 national political conventions, the television networks introduced several new ideas. Here CBS News correspondent Bill Downs uses a specially devised walkie-talkie for a "man in the street" interview.

and now, scheduled during prime daytime hours, has begun its second season. Saran Wrap, a product of the Dow Chemical Company, is picking up part of the tab for this serious examination of the problems confronting women in America today.

• CBS REPORTS, scheduled for weeknight viewing, got underway on October 27. Its premier program was "Biography of a Missile"—hardly subject matter generally associated with nighttime programming. B. F. Goodrich Company and the Bell & Howell Company are sponsoring these programs.

The Firestone Tire and Rubber Company joined CBS News in an unprece-

dented arrangement calling for fourteen special programs on the exchange of visits between President Eisenhower and Premier Khrushchev. These programs were scheduled during the best evening time and represented a departure from the commercial pattern of the medium.

• At the same time, THE TWENTI-ETH CENTURY, sponsored by The Prudential Insurance Company of America, has begun its third season as the lead program for CBS Television's Sunday night schedule. THE TWEN-TIETH CENTURY has already provided its audience with many memorable programs such as "The Addicted," "The Red Sell" and "The Face of Crime," and will continue to offer vivid explorations of our past, present and future.

In addition, CONQUEST, a series dealing with the world of science, has, with the support of the Monsanto Chemical Company, expanded its operations from a six-a-year basis to a weekly schedule.

Then, tco, there is SMALL WORLD, sponsored by Olin Mathieson Chemical Corporation, and DOUGLAS EDWARDS WITH THE NEWS, with multiple sponsorship.

● To top it all off, complete convention and election coverage, plus several special programs dealing with election year politics, will be sponsored during 1960—as in earlier election years—by the Westinghouse Electric Corporation.



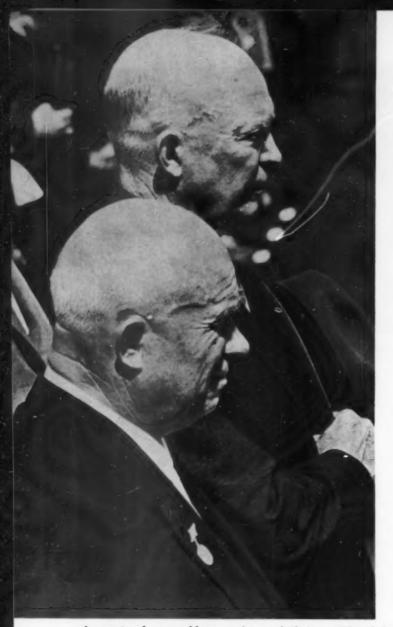
IRVING GITLIN

(Turn to page 88)

From Flash Powder to ROP

THE NEWS

By ARTHUR



A recent and memorable news picture of Chairman Khrushchev and President Eisenhower made by Harry Harris of the Associated Press at Andrew Air Force Base, Washington, D. C. It was made with a single lens reflex using size 120 film and a 300 mm. telephoto lens from a distance of thirty to forty feet. Use of the telephoto lens on such occasions not only permits detailed closeups from a more unobtrusive distance but it also has the effect of compressing distance between the elements of a picture giving a more compact relationship in size.

HEN photographers foregather, the old-timers among them may huddle and swap yarns about the "old flash-powder days." The obvious nostalgia is probably more for their vanished youth than for the photographers' tools and working conditions of those days, but the stories are wonderful. Mostly the situations were ludicrous, but often there were tragic overtones.

The occasion was an annual cat-show in the roof garden of a downtown hotel. Half a dozen photographers from as many daily newspapers waited, bored and resignedly, while the judges deliberated in the finals. The only picture their editors wanted was a closeup of the grand champion cat with its owner and trophy. Six cameras were set up, tripod legs overlapping in a line before a cloth draped table placed against the low wall surrounding the roof garden. Cameras were focused, lenses stopped down and plate holders inserted. The single powder flash that would light all

six pictures was loaded. All was in readiness while the photographers waited.

- The moment arrived when the proud owner stepped into the prepared position, posed the cat prettily beside the trophy and after a final, fussy grooming, beamed at the cameras. Six dark slides were drawn, held in front of the lenses, and shutters opened. The photographer with the flash near the center of the line raised the flash pan and shouted, "Open!" Six dark slides were lifted as one as he pulled the trigger. Perhaps the long wait in the damp night air had caked the surface of the flash powder, making it more explosive than usual. But, as a great, white light illuminated the scene and a loud "boom" reverberated on the roof top, the cat in one bound cleared the low wall, and all nine championship lives expired simultaneously on the sidewalk
- To minimize the smoke and falling ash problem it was customary to light a posed picture for several cameras with a single powder flash. There wasn't much competition for the "different" picture unless it was an action situation in which case the "speed flash" was used. There were various types of these contraptions, many homemade, but the most popular perhaps was the "Imp" gun. Aptly named as an invention of the devil, it used part of the energy of the explosive mixture of powdered magnesium and potassium nitrate to drive a plunger which actuated an arm length cable release, tripping a high speed shutter in synchronization with the light. Other types of speed flashes used an air piston and rubber tubing similarly to drive the shutter.

IN PICTURES

L. WITMAN

Another of the old-timers' anecdotes tells of the photographer assigned to make action pictures of an indoor track meet. This hadn't been done before. With his new "speed flash" held aloft with one hand, and his "Speed Graphic" aimed with the other, he poised before the first row of hurdles in the 220 yard hurdles event. The crack of the starting gun was followed by a much louder bang, and a great flash of light as the runners cleared the first obstacle.

• The temporarily blinded runners stumbled through more hurdles, but the race was halted, then started again without the photographer. Not satisfied with his coverage he waited for the hundred yard dash. As the sprinters approached the tape he stepped from the sidelines and again there was a loud report as the scene was brilliantly and briefly lighted. The startled sprinters stopped in their tracks. This time the photographer left hurriedly but with two splendid action pictures that were unique for their time.

Like the candle burned from both ends, flash powder "made a lovely light." Its use in newspaper photography was a dangerous business and frequently an outrageous nuisance, but it was photojournalism in its robust youth.

• No element of newspaper journalism has undergone more dramatic change in its tools and practices than has pictorial journalism. But the basic concept of photojournalism has existed from the beginning of photography and is as valid now as it was a hundred years ago, that photographs by their very nature carry credibility, and a pre-



A natural light photograph of a returned prisoner of the war in Korea made by Michael Rougier for *LIFE* using a 35 mm. camera. As more and more newspapers convert to the small cameras and fast roll film of today for reasons of economy, newspictures take on the refreshing, believable quality of the natural light photographs of fifty years ago.

sumption of truth that is not inherent in the printed word.

It was before the turn of the century when Jacob Riis established the camera as a powerful instrument for social justice. Photographs which he made of slum and sweatshop conditions were used only as sketches in the old New York Sun because photoengraving did not come into use until later. But his pictures aroused public opinion and did so much to inspire great social and political reforms. A pattern was set under which newspapers in countless public service campaigns since then have documented words with pictures to effect great changes for the public good.

• Recently I browsed for awhile in the microfilm files of the St. Louis *Post-Dispatch*. In issues of the year when SDX was founded, for example, I was

impressed with the pictorial treatment of many news stories. Where photographs were not available, events were sketched or sketches were combined in a layout with photographs. For clarity and impact on the reader, the work compared favorably with that of today. There was a story of a collision between a locomotive and street car at an intersection. A photograph of the scene showed where it happened and a detailed sketch showed why. Generally, personalities were shown in studio portraits, but on the sports page in one issue of 1909 was a five column layout of three good action closeups of cricket players. Major news events such as Dr. Cook's and Admiral Peary's polar explorations and their subsequent feud over who was first were covered pictorially as well as at length in words.

It was in the Sunday magazines that newspapers went wild. In a 1909 issue of the St. Louis Post-Dispatch Sunday Magazine, the cover story showed an eight column drawing of a beautiful girl encased in a metal cage. The story was headed, "New Electric Fountain of Youth," and subheaded, "Hardening of the Arteries, dread affliction of the centuries, successfully combated by French scientists by means of electrically charged atmosphere." Another Sunday story was headed, "Man Now Lord of Air, Land and Water," and showed photographs with captions of a locomotive, 120 miles per hour, automobile 116 miles per hour, aeroplane 47 miles per hour, and submarine, 10 miles per hour.

 Apparently, under the theory that any picture worth displaying deserved a frame, photographs were invariably

BEHIND THE BYLINE

For the last fifteen years Arthur L. Witman has been assigned to "Pictures," the Sunday rotogravure supplement of the St. Louis Post-Dispatch. He has been a member of the Post-Dispatch staff since 1932. A native of Pennsylvania, he learned photography in the United States Air Force and then he spent four years in aerial photography before going to the Post-Dispatch. From 1954 to 1958 he served as president of the National Press Photographers Association, and he has been one of the leaders in the fight to lift the ban on courtroom photography. He is a member of Sigma Delta Chi.

surrounded by rococo tooled borders. The gingerbread persisted for many years. However, considering that in the early years of the century glass plate speeds were extremely slow, cameras crude and cumbersome, and daylight the prime source of light outdoors and indoors, photographers did a remarkable job of covering the news, even by today's standards.

• The dramatic progress in a half century has been more in the photographic materials and equipment processes and skills rather than in the principle of communication by reproduced images.

By 1919 the *Post-Dispatch* was using a full page of pictures daily as a page of the Daily Magazine section. It was a catchall page, then as now. One picture showed a weird character on a bicycle contraption. It was captioned "Flying bicycle invented by Frenchman. Propeller has chain drive from pedals. It is reported to have flown free from ground for quite a distance." There were no pictures in flight, however.

Major news events got the full picture treatment. When President Wilson came to St. Louis on his cross-country speaking tour on behalf of the League of Nations, page one carried a three column speaking picture. The next day's picture page was a five picture layout that reviewed details of the event, and on the following day the picture page was again devoted to the story, and included an eight column interior of the Crowded Coliseum that

was well lighted and sharp to the corners.

• By 1919 also, the Post-Dispatch owned and operated its own rotogravure presses. Printed in brown (sepia) ink on calendered paper they used such picture stories as "Where the Bananas Come From" by Underwood and Underwood, and "The Prince of Wales at Newport." Pictures were generally static, but they were beautifully reproduced, gingerbread and all. Photojournalism was an accepted part of the newspaper package although the term did not come into use until much later.

The nineteen twenties were a significant period in the evolution of photojournalism. The New York tabloids, the News, Mirror and Graphic were started. The circulation wars were joined, dominated by the battle of the giants Hearst and Pulitzer. The booming of flash powder was hardly noticed in the staccato atmosphere of the time. The excesses of bad taste in faked "composit" photos, and prurient emphasis finally defeated themselves in popular revulsion, and photojournalism moved on to at least slightly more honest and ethical levels.

• In the latter years of the decade the photoflash lamp was invented and came into use in press photography. The first flashlamps contained aluminum and magnesium foil in oxygen and an electrically ignited primer to start the brilliant burning process. They were



ARTHUR L. WITMAN

about the size of the common hundred watt bulb, but the larger lamps were grapefruit size. Often as not the glass would shatter from the sudden intense heat. As production increased, the quality of the lamps improved, and another round of homemade synchronizers came into being.

By the mid-nineteen thirties hair fine wire had replaced the foil in flashlamps, and they were more uniform in manufacture. Synchronizers were fairly reliable, and the flash became an integral part of the news camera. The rise in the use of flashbulbs was naturally ac-

A natural light photograph made about fifty years ago by Lewis Hines for Survey Graphic. Using the glass plates and short time exposures of his period his crusading series of documentary photographs helped to create public demand for child labor legislation.



companied by a decline in the use of flash powder. It also marked a decline in the skills needed to make good newspictures. No longer was it necessary to guess within inches the distance of a walking figure in weak daylight, and with a large lens opening, shoot at the exact instant for a sharp picture. With adequate light originating at the camera, sharp pictures could be made under almost any condition by making a few simple adjustments and pushing a button. Anybody could operate a news camera, and almost anybody did. With the normal attrition of photographers and increased photo staffs, copy boys able to tell their left hand from their right, and capable of being taught to push a button, became news photographers. The generation of button pushing press photography was at hand, and persists to this day in many quarters.

- During the fifty year period under review many thousands of great news photographs were made by great or journeyman photographers. After all, the period covered two world wars, a police action that was a very real war to a great many, a tragic depression, historic personalities and memorable events of all sorts. Nothing lends itself to dramatic photography as does human conflict. News cameras brought the realities of, and a sense of participation in total war to total populations as no other medium could.
- Another significant milestone in the evolution of photojournalism occurred in the late nineteen twenties. This was the invention in Germany of the Leica camera. Designed for standard 35mm movie film, it used the space of two movie frames on the film giving a picture size of 18mm by 24mm. Fast lenses were made for the cameras and during the nineteen thirties there was a minor vogue for unposed uncomplimentary "candid" photos. Use of these cameras required some skill and imagination and after a spate ad nauseum of "candids" the cameras were virtually forgotten among newspapers. The four by five camera, by this time using sheet film instead of glass plates, and with flash attached, was almost foolproof and was here to stay. Newspictures took on an unvarying sameness through the years. With the light originating at the camera, a ridiculously unnatural source, foregrounds were overexposed and detail dropped out rapidly with distance. Stark figures against black backgrounds, and with an almost total loss of dimension and atmosphere, became the accepted method of recording the daily grist of the news.

Infallibility and simplicity of operation were more important than pictures that bore a resemblance to reality.



The Pulitzer Prize-winning Stevenson "hole in the shoe" picture made during the 1952 Presidential campaign by William M. Gallagher of the Flint (Mich.) Journal. It exemplifies the black background, flash on the camera technique characteristic of newspictures for 25 years.

The numerous picture agencies competed fiercely in speed of handling and distribution, but their pictures of the same events were often nearly identical. Wirephoto came into limited use in the late nineteen twenties and grew into vast networks through the thirties. It gave incredibly fast distribution to pictures of the mundane as well as of the historic events and great personages of the times.

• One of the agencies created during the desperate days of the New Deal was the Resettlement Administration, later the Farm Security Administration. A small and hungry band of photographers was assembled under the inspired leadership of Roy Stryker to photograph the effects of drouth and depression on the rural population of America. Their meanderings among the forty-eight states may have had the status of a leaf-raking project at the time, but their collective works will live as a classic. They used the new 35mm cameras, probably because thirty-six small negatives could be made as cheaply as only a few in the larger format, but they helped to pioneer a technique upon which Life magazine was founded in 1936. That photographic technique, combined with a minimum of words and applied with daring imagination by the people of Life, created a new form of visual journalism. It gave the reader vicarious participation in events as no amount of graphic writing and static pictures could do. Many photographs bore a resemblance in fine quality to earlier dry plate time exposures, but they no longer needed to be static, with the photographer immobile. The immediate and spectacular success of Life was followed inevitably by a rash of imitations, most of which have long since perished.

 But most newspaper photographers, and worse still, their editors, regarded the "natural look" in pictures as fine in Life, but hardly practical or necessary for newspapers. There was virtually no progress in newspaper photography for a generation.

In the years following World War Two the German camera industry was reborn and small cameras that were precision instruments became available. The Japanese came into the world market with excellent optics on cameras that were somewhat shoddy at first, but improved rapidly. Meanwhile, domestic photographic manufacturers began the emulsion speed race. Film became faster and better almost month by month until photographers dis-covered that they couldn't stop down enough with the flash on the four by five camera to avoid overexposure. Many began to "bounce" the light off the ceiling and walls, and newspictures began to take on a refreshing new quality. They reproduced the familiar way of seeing things, under a diffused overhead light.

• The electronic flash that for years had been remarkable for its "action stopping" quality, took its rightful place as a convenient and inexpensive source of light. More and more newspapers began to experiment with smaller cameras using roll film. They found that better pictures could be produced just as fast as before. Some newspapers, notably The Milwaukee Journal, junked the large cameras and converted entirely to 35mm. Others chose the 120 size, but the trend was developing and gaining. United Press International photographers began using 35mm cameras on national stories and at the present have converted entirely.

· Characteristically perhaps, the more conservative Associated Press has gone halfway in miniaturization to the 120 size. Either size has some advantages over the other, but the important thing is that newspictures are gaining in variety and interest. With the flexible equipment available to the newspaper photographer of today, used with skill and imagination, he can put the reader into the middle of a scene if it calls for a wide angle view, or he can reach the heart of a situation with telephoto from a distance, and frequently without using a distracting flash.

Improved tools and processes demand improved skills. Many newspaper photographers are meeting this challenge as they are being given opportunity. Traditionally and of necessity they have been conspicuous at public events. But as the need to be conspicuous diminishes with the trend toward smaller cameras and fewer flashes, photographers are being revealed as in the old Boston story, as 'gentlemen from the Transcript." Naturally, a conspicuous job attracts exhibitionists, and many are still with us. But the uncouth, unkempt camera mechanic referred to patronizingly by reporters as "my photographer" is happily disappearing from the scene.

 News photographers are, or should be, on an equal footing, professionally and in the public mind, with the word men, because their contribution to the content of a newspaper is probably more universally read. Class distinctions persist, though, as in the wire service stories of the recent Khrushchev visit. In describing the extensive press corps there were repeated references to "newsmen and photographers." What is a news photographer but a "newsman,"

(Continued on page 107)

ADVERTISEMENT

THE STORY OF ONE SIGMA DELTA CHI CHAPTER

As our fraternity celebrates its fifty years of significant service, I want to call attention specifically to one of the lustiest and most useful chapters. The Kansas City Press Club professional chapter of Sigma Delta Chi is, in my opinion, the most aggressive, worthwhile group in the Sigma Delta Chi fold. It is one of the largest, if not the largest, of the professional chapters. I am going to call it the best individual chapter until someone proves me wrong. I can speak candidly about it because I have had nothing to do about it; none of the work, none of the ideas, none of the inspiration.

Basically, membership in the Kansas City chapter has become valued because

Basically, membership in the Kansas City chapter has become valued because the group has been doing things intelligently, aggressively, and as a team. Here

are just some of the activities:

Each year the chapter has an enjoyable Griddle show. This began in a small way, with some bloopers. It has grown into a big event. You don't have to sell tickets now; the hassle each year is how the tickets are going to be apportioned. Not just local activities and happenings are satirized through some apportioned. Not just local activities and nappenings are satirized through some original format or other, but national events as well. Senators, governors, national political chairmen, outstanding figures in the newspaper world, prominent commentators, are on the programs because they think the organization is worthwhile and provides a splendid forum. Each year the show seems to get better. The proceeds from the Griddle go to maintain our own Sigma Delta Chi scholarships in the neighboring universities and these

are prized.

The chapter has avoided the pitfall of attempting to maintain permanent club rooms, but does meet often when it has something to offer; always once a month. Before the annual joint meetings of the Kansas and Missouri Associated Press, which bring in all the major editors of our territory, Sigma Delta Chi stages an impressive cocktail party and dinner with some outstanding

At the monthly meetings and on other occasions when notable figures in newspapering, television or radio come to Kansas City, the group entertains them and generally gets a worthwhile speech. Each Christmas a big dance for husbands and wives—a good thought to keep the latter happy—is staged. This has become a must. Each summer there is a family, husband and wife, picnic at the Saddle and Sirloin Club. The roster of speakers through the year

Each year the journalism seniors are brought down from Missouri, Kansas and Kansas State universities, and introduced to the entire chapter for a

Just as a tip, the Kansas City chapter offices are rotated among newspaper, radio and TV fields, to make for teamwork. But the chapter goes much further than that. In addition to the members from Greater Kansas City, the leading newspaper men from Western Missouri and from Kansas and figures in TV and radio are component parts of the group.

Nearly every month there is some special event. From time to time neighboring military and industrial installations are visited.

Outstanding individuals in newspaper and radio fields are honored by presentations from the chapter. These honors are given so rarely they are

prized highly.

This suggests briefly what the Kansas City chapter is doing. As a former honorary national president, so many years ago I would be glad to forget it. I am paying this deserved tribute to the local chapter for two reasons: Having contributed little to this work here, I feel it proper for me to tell the whole fraternity what this very useful chapter has achieved. Second, the example may stimulate less active chapters to emulate the punch and teamwork that are put into things here. are put into things here.

ROY A. ROBERTS
President, The Kansas City Star



WILLIAM SMALL

Radio News Has Matured Since World War II

By WILLIAM J. SMALL

N the beginning there was a newscast—and that's how radio began.

Actually the first newscast preceded radio as we know it by some nine weeks when experimental Station 8MK, operated by the Detroit News broadcast Michigan's primary election results on August 31, 1920. The first regular commercial radio station—KDKA, Pittsburgh—went on the air November 2, 1920, with one Leo Rosenberg reading the Cox-Harding election results. They say reception was fine up to seventy-five miles away.

While only a handful of "hams" heard that broadcast, four years later the election victory of Calvin Coolidge was heard by an estimated ten million radio listeners. Even recalcitrant Coolidge must have been impressed. He might be even more impressed, were he alive today, to find that those few words he uttered with such infrequency might be quoted on newscasts over 3,600 radio stations in business today.

Despite its getting off on a good news foot, radio neglected daily news coverage for the next decade or so. It did, however, concentrate on that field in which it to this day performs superbly: the special event. From the abdication speech of Edward VIII to political convention coverage to the 1937 Ohio Valley flood, it was on the scene with the excitement of the voices of those in the news.

My concern here is less with these special items than with regular news coverage though I cannot resist repeating the famed moment in 1937 as American radio prepared to cover the coronation of King George VI, an elaborate coverage that called for fifty-eight microphones, thirty-two of them in Westminster Abbey alone. Still, the Columbia Broadcasting System asked the British Broadcasting Corporation to help set up more originating points, namely in a moving car along the two-mile parade route that had only a few observation points.

• When the BBC refused the roving mike, the Americans pressed the point, asking, "What if some crackpot should take a shot at the King?" Replied a staid British broadcaster, "In that unfortunate event, we would consider it a matter for Scotland Yard, not the BBC."

Returning to early radio and broadcast news, we might note that in the early thirties, newspaper owners felt it unfortunate that radio had come about, considering news a matter for print and not the microphone. As radio began to attract advertisers, newspapers began to look uncomfortably at this upstart medium which transmitted top events so rapidly it threatened the cherished on-the-street "extra."

A number of individual newspapers tried to curtail airwave competition by applying pressures to the news services. As early as 1922, the Associated Press warned its members that broadcasting its news was contrary to AP by-laws.

• For the 1932 election, CBS contracted with *United Press* to get election results for some \$1,000. Just before the eventful day, *UP* pulled out, noting that *UP's* income was derived almost

entirely from newspapers and the temper of publishers was such that if *UP* sold service to CBS, it would lose thousands of dollars. Fortunately for radio, *AP* didn't know about this. Fearing a loss to its competitor should *AP* credits fail to get on the air, that wire service offered its election bulletins to both CBS and NBC for nothing. As it turned out, *UP* and *International News Service* somehow became equally available for much the same reason.

 Publishers protested loud and strong. In April of 1933, the AP Board of Directors withdrew all service to radio networks. That same year, UP and INS suspended service to radio under strong persuasion from the Radio Committee of the American Newspaper Publishers Association.

Then a remarkable thing happened, due to two remarkable men. NBC news chief A. A. Schecter and his CBS counterpart, Paul W. White, brashly decided to go into competition with the giants of the wire services.

Paul White, a former UP editor who became one of the great figures of news by radio, began to gather his own news staff in 1933 when the advertising manager of General Mills offered to pay half the cost if CBS could manage to keep it under \$3,000 a week. The Columbia News Service came into being in September of 1933. It took less than a month to get underway with White setting up bureaus in New York, Washington, Chicago and Los Angeles. The managers of these bureaus, in turn, lined up correspondents in virtually every city over 20,000 population by the simple expediency of paying them higher space rates than newspapers did. For overseas coverage White bought Exchange Telegraph, a British news agency, and for financial news, a subscription to the Dow Jones ticker which, on the side, moved quite a bit of Washington news.

Over at NBC, Schecter set up what he called his Scissors-and-Paste-Pot Press Association. He'd clip news leads

BEHIND THE BYLINE

A native of Illinois, William Small has been News Director of Station WHAS and WHAS-TV in Louisville, Kentucky, since 1956. He went to Louisville from Station WLS in Chicago where he also held the post of News Director. Under his direction, programs of WHAS have won a number of citations and awards. Small is secretary of the Louisville Professional Chapter of Sigma Delta Chi, is married and has two daughters. This year he is serving as chairman of the fraternity's Committee on Ethics.

We Salute... Sigma Delta Chi



(THIS EDITORIAL CARTOON APPEARED
IN OUR OCTOBER 13, 1959, EDITION)

REPUBLIC

The State's Greatest Newspaper

Gazette

Arisona's Progressive Newspaper

from newspapers and then would make rich the AT&T, RCA, Western Union, Postal Telegraph and Mackay Radio by calling or wiring news sources for details. It produced a remarkable number of scoops and added dimension to many a story.

• In later years, Schecter told how he once clipped a British newspaper and had Lowell Thomas broadcast a story about a monkey that carried a bag containing 10,000 rupees into the Indian jungle. The story was days, perhaps months, old but the Lowell Thomas report created such a stir that two days later the monkey story was carried by an American press association.

Newspapers responded to White's new service by dropping CBS listings from their daily radio log. But by the end of 1933, the networks, the newspapers and the wire services were ready to talk things over. They met in the Hotel Biltmore in New York and signed the ten-point "Biltmore agreement."

• For publishers, it appeared to be a smashing victory. It set up a special news bureau called the Press Radio Bureau which was wholly supported by the networks and was to provide material for two unsponsored five-minute newscasts, one after 9:30 a.m. and the other after 9:00 p.m. each day. In addition, special bulletins involving news of "transcendental importance" could be broadcast if followed by the statement, "See your local newspaper for further details." Of the Biltmore settlement, White later wrote, "Radio had given up income, some integrity and a glorious opportunity.'

But the battle wasn't the war. Radio networks soon decided that Winchell, Thomas, Boake Carter and Kaltenborn were not news reporters but "commentators." As such, they could be spon-

• Meanwhile, a number of radio stations sought news service and began to find it. The Yankee Network service came out of WNAC, Boston. Some radio men have noted that Boston newspapers made no threats to remove program listings of WNAC. The station was operated by John Shepard, owner of a department store that bought considerable advertising in Boston newspapers.

At the same time, a former Columbia News Service rewrite man, Herbert Moore, started Transradio Press which sold directly to radio for sponsorship. By May of 1935, UP and INS—neither enthusiastic supporters of the Biltmore pact—began selling to radio. AP held out for a while but by 1940 was permitting sponsorship of its news on radio.

CBS News correspondents gather in New York for one of the noted "Years"

CBS News correspondents gather in New York for one of the noted "Years of Crisis" programs seen over CBS television and heard over CBS radio. At top left is John F. Day, who produced the program. At the head of the table is Edward R. Murrow.

Radio, freed of the problem of news services, found itself tied down in another area in which newspapers had complete freedom. In 1941, in the famous Mayflower case involving WAAB, Boston, owned by the Mayflower Broadcasting Corporation, the Federal Communications Commission ruled that a licensee cannot use radio to advocate preferred causes. Interestingly enough, the position that radio should not editorialize had majority industry support. However, within five years broadcasters changed their stand and began attacking the Mayflower decision. In 1949, the FCC ruled that a licensee could express his opinions, providing that editorials were fair and not one-sided.

• Today, ten years later, radio hears much talk of editorializing and hundreds of stations claim they do it. This writer remains skeptical, noting that the number who editorialize on anything other than the evils of sin and the glories of motherhood, the horrors of traffic accidents and the wonders of "the American way" is still a small percentage of those on the air.

• It is impossible in so short a space to list the many wonders of radio news coverage. One might recall such thrilling moments as Kaltenborn in 1936 giving an eye-witness account of a pitched battle in the Spanish Civil War from a portable transmitter hidden in a haystack, Max Jordan from Munich as a world catches fire, William L. Shirer from Prague as the flames spread, Edward R. Murrow bringing the Battle of Britain to homes in Iowa and Idaho, George Hicks with his eyewitness description of D-Day as planes strafed the ship he broadcast from, or

James Bowen's thrilling account of the scuttling of the Graf Spee.

• Radio news had its finest hour in World War II and has been traveling along at a merry clip ever since. Networks today have larger news staffs than the biggest of newspapers. Small stations have aggressive, professional newsmen, the match of most any reporter in town. The accomplishments of radio news have earned, sometimes grudgingly, the respect of journalists everywhere. This is not to say that all radio news is professional, but where it is done well it can be superb.

Radio has the advantages of speed and intimacy. It is speed that no other medium can match. When Woodrow Wilson asked Congress to declare war in 1917, some remote regions of the nation got the news weeks later. When Franklin Delano Roosevelt made a similar request in 1941, radio listeners everywhere heard his voice sooner than some Congressmen in the back of the hall in which he spoke.

• With speed, radio has the intimacy of the voices of those making news or those on the scene reporting it. Hundreds of instances pop up daily but to take a more recent example, how can mere print match the snarling exchange between Senator McClellan and Teamster Hoffa?

On the other hand, radio is strangled by time limitations, though less than television, which devotes less time to news and more of news time to the minute-snatching monster called film. Only a good newspaper can give the full detail and the full background day after day. As more and more newspaper editors and publishers recognize that broadcast news actually whets the appetite of their readers for more detail, they abandon the bitterness of the press-radio war of the thirties.

Radio newsmen have a first rate professional organization in the Radio-Television News Directors Association. One can foresee the day that it will match the national newspaper associations in prestige.

• The most serious threat to radio today is that infection called "modern radio" or "rock-n-roll radio." These stations, unfortunately increasing in number as imitators keep appearing, fill the airwaves with screaming sirens. They offer a hopped-up "news" format that runs the gamut from rape to ravage. In the long run—as with the "yellow journalism" of the printed page—this, too, shall pass, leaving behind a few stalwart practitioners.

The whistle-blowing school of radio news was made possible by the impact



CBS News correspondents broadcast a radio news program. From the left: Howard K. Smith, then European News Chief; Edward R. Murrow; Rome Bureau Chief, Winston Burdett, and John Secondari.

of television on radio programming, with the juke-box replacing drama, public affairs, decent news coverage and special events. The good stations remain, however, and will regain stage center when the raucous sounds wear thin. The good stations are turning more and more to news and public affairs to fill the void left as comedy and drama switch to television, leaving disc jockeys behind them.

• There are encouraging signs of more local and network news activity in radio. Longer radio news programs, news commentary, increasing editorial activity and discussion programs will become the core of important stations in every city, just as they already are in many cities.

• Radio offers tremendous service to the national defense as the one medium that can still move news faster and to more places (including moving vehicles, darkened bedrooms, work and play areas) than any other means of man-made communication. In times of emergency, people will turn to their radios first as they always have since the home set first broadcast the sputterings of Adolph Hitler and revealed the need for an informed public to get its information fast.

One can foresee the day when Washington will erase its prejudice of many years standing and permit radio coverage of House hearings as well as the Senate (over Sam Rayburn's final protest) or, even beyond that, full broadcast coverage of Congress in its hallowed halls. For those on Capitol Hill who protest that permitting cameras and microphones there would encourage the filibuster for the home folk, we might note that in New Zealand broadcasts of parliamentary bodies resulted

in the electorate defeating long-winded legislators at the very next trip to the ballot box. For those who protest the possible "disruptive" influence of radio and television, one can point to technical advances that permit such coverage in a manner that rivals the silence and skill of Rudolph Valentino stealing into a desert tent.

• These same arguments, of course, apply to the courtroom. The day is fast approaching when the judiciary will recognize the good taste and silent posture which broadcast journalists display today. Like today's less colorful but more professional newspaper photographer, they are a far cry from the flash powder cameramen who made a mockery of the Lindbergh kidnap trial and brought about Canon 35.

As for other areas of restriction on broadcasting, as this is written Congress has taken first steps towards removing the odious restrictions of Section 315 of the FCC code, the equal time for political candidates provision. Here, too, respect for the professional abilities of broadcast journalism brings freedom from restrictions originally meant to prevent irresponsibility.

• The future of radio news is increasingly bright in many places despite the medicine men popping up in others. A public can be fooled part of the time but when it sees through quackery, it turns to responsible radio news. In turn, this kind of news is the basis for good radio generally.

In the beginning there was a newscast. In the end, there will be more newscasts, using the tools of speed and intimacy to help tell the story of what's happening in our all-too-busy world, why it's happening, and maybe even what to expect next.

World's Top News City

By LUTHER HUSTON

Y first association with the Washington newspaper corps was in 1924, just thirty-five years ago. That hitch was brief but ten years later, in 1934, I came back "for good." At least, I've been entitled to call myself a Washington newspaperman for a quarter of a century and have been privileged to lead a busy and rewarding life in the most important newspaper town in the world.

During the last twenty-five years what was only a regiment has become an army of reporters on the banks of the Potomac. That army has grown in prestige and power until it is respected, as nowhere else in the world, and in some circles feared, as nowhere else in the world, because of its awesome role as the informant of free people and a guardian and champion of twentieth century democracy.

- No one scoffs at the Washington press corps nor has any one a right to scoff. The days when editors and reporters elsewhere had a tendency to speak of their Washington colleagues in falsetto tones—spats and canes and tea at 4 p.m.—have long since gone. If there is scoffing now it comes from the jealous, the ignorant, the small-minded and the misfits.
- Because for the past two years I have been a government public information officer, working with newspapermen from the other side of the desk as it were, I am more aware than I was as a "working" journalist of the respect in which public officials hold the press and its representatives and the extent to which press reaction is taken into account in reaching and making public official decisions. Through ineptitude, or unfamiliarity or maybe just plain dumbness, an official may mishandle a situation involving information the public has a right to know but neither as a

reporter or a government official have I known one to do it intentionally. Responsible officials are much too aware of the power, and the readiness, of the press to clobber them and of the effect of the clobbering on public opinion to deliberately ask for it.

• This article is not the forum, of course, to go into the controversy involving "executive privilege" and the "right to know" but my observation, based on twenty-three years in Washington as an active newspaperman and two years as a public official, is the hard core of competent reporters is much less concerned about that than are a few publicity-seeking Congressmen and crusading editors and correspondents.

And now, as the radio broadcasters say, "back to Washington" and its place in the world of journalism and the role of its press corps in world affairs. How has the picture changed, and why,

since the days when Sigma Delta Chi was young?

• One day in 1924, when I was covering the State, War and Navy Departments, then all housed in the same building, I strolled down a corridor and came to an open door. I looked in and saw John W. Weeks, who was President Coolidge's Secretary of War, sitting at his desk with his feet cocked up on it, placidly smoking his pipe. He saw me and called out "come on in."

So I went in and sat down and we chatted. One might expect that an impromptu personal interview with the Secretary of War would provide a reporter with a genuine "scoop." This one didn't even give me a story.

I have forgotten what we chatted about except that it was all pretty trivial. The only thing I remember was that Secretary Weeks was critical of President Coolidge's hayfield costume and technique. Cautious Cal, a candidate for reelection, had recently been photographed standing beside a shock of hay on a Vermont farm, wearing a high, starched collar and holding a pitchfork much the same way your Aunt Emma used to hold the dead snake you brought in and she was throwing out.

• There were no earth-shaking secrets a Secretary of War could whisper to a reporter—off the record, of course—in those days. He could not divulge in strictest confidence for publication without attribution in tomorrow's paper when the Army would shoot a man to the moon. As I recall it, I couldn't think of anything important or newsworthy to ask him. But it was a very pleasant visit on a warm September morning and thoroughly in keeping with the atmosphere of the times.

Charles Evans Hughes was Secretary of State then and Joseph C. Grew was



LUTHER HUSTON



The White House is one of the sensitive news spots of the world. Here President Eisenhower's Press Secretary, James Hagerty, fills in developments on a running news story.

undersecretary. They held news conferences twice a day. If Mr. Hughes took the morning conference we would see Mr. Grew in the afternoon, or vice versa. The two important international questions then were the elevation of guns on battleships as provided by the 1920 disarmament treaty, and the settlement of German reparations. We rang the changes on them and occasionally picked up a spot news tidbit or something we could write as what was then called an "overnighter" but is now "news analysis." Believe me, no newspaper then used a full page or more to publish the transcript of a State Department news conference.

• The press conference had become something of a journalistic institution in Washington even then. President Coolidge used to hold them. He made more chuckles, with his dry, wry humor than he did news. No reporter ever broke an ankle, as Merriman Smith of United Press International once did, rushing from a Coolidge news conference in a madly competitive dash to

be first to a telephone with a hot bulletin.

- One of the most noticeable changes in the pattern of Washington journalism in the last three decades has taken place in the news conferences, whether Presidential or otherwise. Time was when they were few and far between and pretty cut and dried affairs, usually attended by a handful of scribes. It has gotten so that nearly every official in Washington holds press conferences at intervals and the major ones have become free-swinging inquisitions, attended not by handfuls but by hordes of reporters.
- The news conference has become so much of a forum for officials to try to put across their ideas and programs that visitors to our shores have cut in on the act. Hardly any head of a foreign state, whether it be King Baudouin, Nehru or Nikita Khrushchev, has avoided, or even tried to, one or more sessions with Washington newspapermen.

Press conference techniques have

changed—both those of the official and those of the reporter. Warren G. Harding required all questions to be submitted in writing and his staff picked out those he would answer. This was to eliminate, as far as possible, the hazard of a presidential foot getting into a presidential mouth, but it took a lot of moxie out of White House news conferences.

• News conferences generated a full head of steam again when Franklin D. Roosevelt came to 1600 Pennsylvania Avenue. Great changes that were taking place in the nation and in the world were reflected in F.D.R.'s sessions with the reporters. He enjoyed lively banter and often provoked it so that his conferences, although never indecorous, were usually something less than grimly solemn affairs.

President Roosevelt answered most questions but he had great skill in turning aside those he didn't want to answer and he could say "no comment" when he wanted to. President Truman continued the Roosevelt pattern, gen-

erally, but his "no comment" came oftener and snappier.

The big change in news conferences came with President Eisenhower. They were thrown open to radio and television; they were held in an auditorium capable of accommodating several hundred newsmen instead of in the comparatively cramped presidential office in the White House; accredited correspondents of foreign newspapers, regardless of the papers they represented, were admitted.

• President Eisenhower discarded "no comment." He answers, in some fashion, every question that is asked, even the barbed ones. He shows anger at times, but hardly more often or more visibly than some of his predecessors.

And with the Eisenhower regime came full publication by the major newspapers of transcripts of his news conferences. For the first time a President answering questions at a regularly scheduled meeting with the press was shown on live television.

General Eisenhower's wide-open news conferences led to wide-open reporting to a degree not prevalent in previous administrations. Major newspapers and press associations send teams of reporters, instead of just one or two, with specialists covering a particular field asking the questions and writing the stories pertaining to that field.

This brings us to the major change in Washington news reporting in the past quarter of a century, namely, specialization. Time was when if a Washington reporter knew a few politicians and the tricks of political reporting he did not need to specialize in anything else.

BEHIND THE BYLINE

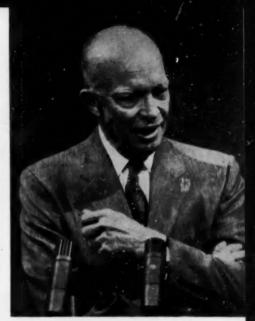
After a distinguished career as a newspaperman in Washington, Luther Huston retired from the New York Times two years ago to become Director of Public Information for the Department of Justice. For many years he was night editor and then bureau manager for the New York Times. In 1951 he went back to reporting, covering the United States Supreme Court and the Department of Justice. In 1954 he won the George Polk Memorial Prize for national reporting. He has worked for the old International News Services and was for a time its Far Eastern editor, he served for a number of years as city editor of the Washington Post. He was president of Sigma Delta Chi in 1947-1948, is a holder of the Wells Key and is a Fellow of Sigma Delta Chi. For a number of years he was a member of the Board of Governors of the National Press Club.

There are still some who think that is all there is to being a Washington correspondent or columnist but the times have passed them by. The real standbys of any Washington staff now are the specialists.

The same complexity of national and international affairs that helped to make Washington the news capital of the world made specialization inevitable. Berlin is a lot more complex issue than the elevation of guns on battleships and writing about it intelligently requires a great deal more background of specialized knowledge. Writing competently about the farm problem requires knowledge of agriculture and economics not to be gained growing geraniums in a window box.

• Specialization has led to another change in reporting in Washington and elsewhere, which some deplore but which others proclaim as the new journalism, the saviour of a profession that might have withered under the hot breath of radio and television. In reporting most major news events, the radio gets the jump on the newspapers. But radio, while fast and snappy and often rather breathless, is not geared to "reporting in depth."

So the interpretive school of reporting has developed—with something of



President Eisenhower was the first to admit radio and television to his press conferences.

a rush since World War II—and the specialist uses his knowledge to tell the reader not only what has happened but what it means, in terms of historical significance, economic impact, scientific progress, political repercussion and legislative or administrative policy. By and



THE INDIANAPOLIS STAR THE INDIANAPOLIS NEWS

WELCOME SIGMA DELTA CHI TO INDIANAPOLIS

50th ANNIVERSARY CONVENTION

> NOVEMBER 11-12-13-14

We are delighted to be among your convention hosts. We are sure the '59 convention will reinspire you in the principles established by the fraternity's founders 50 years ago on the DePauw University campus. large, what is printed is the reporter's appraisal. That means reporter opinion in the news columns, no matter what device may be employed to disguise it. This is what causes pain to old-timers, schooled in the tradition that editorializing has no place in a newspaper except on the editorial page.

• But as the demand and the trend to interpretive reporting has developed, the Washington newspaper corps had produced or added an elite corps of reporters competent to give the reading public a far more comprehensive and educational picture of what is going on in the world than their predecessors were permitted to do.

Interest in what goes on in Washington has become global through the years as the United States moved into its position of great power and world leadership. It has made Washington, because it is the center of government, also the news center of the world as nearly as any capital of one nation can be. In early and less complex days, few foreign newspapers maintained correspondents here. Now almost all the great newspapers of Europe and other continents have their own representative or staff in Washington and even Tass sends back voluminous reports. The greatly expanded foreign services

of the press associations carry thousands of words daily to newspapers in virtually every country in the world. Consequently, few reporters here, except those who cover only regional news, write only for domestic consumption and those who comprise the interpretive corps often see their dispatches reprinted in substantial form or commented upon by foreign papers.

Probably few newspapers have any more space than they had a quarter of a century ago. But they get vastly more news to fill it. The increase in transmission facilities, with consequent augmentation of staffs by the wire services, has been one of the outstanding journalistic developments in Washington, as elsewhere.

• Gallantry impels and fairness requires mention of the women's contingent of the Washington newspaper corps. The girls have really moved in but they haven't yet taken over. Where women were a rarity at news conferences even twenty years ago, they are present in numbers now, and usually right up in front. It would be inaccurate and misogynical for anyone to contend that the girls do not hold their own pretty well with the male detachment.

The National Press Club is only a year older than Sigma Delta Chi. The

Club observed its fiftieth anniversary in 1958. It now has nearly 5,000 members, owns for all practical purposes a 13-story building and is undoubtedly the largest and most active press club in the world. Of recent years it has become a world news center, as well. Princes, potentates and Khrushchev have spoken at its lunches and what they said has been reported in the far corners of the earth. Club lunches have become a forum in which public men—and women—both domestic and foreign are not only willing, but anxious, to appear.

• The present, for Washington newspapermen—and women—is exciting, challenging and rewarding. No other news center offers such opportunities to the genuine, bred-in-the-bone reporter to achieve professional success and perform worthwhile service by keeping newspaper readers and those who listen to radio or watch TV informed of the things they need to know to be good citizens.

The present press crops is competent to do that—and does. I'm sure that whoever writes the story of the next fifty years of Washington journalism for The Quill will be able to say the same thing of the generation which is to come after.





The prestige of American journalism can never rise higher than the ideals of those who practice the profession. It's a simple matter of self-respect. You must have it before you can even hope to win the respect of others.

During its 50 years of existence, Sigma Delta Chi
has worked to keep the standards of journalism at a high level,
at the same time constructively guiding future newsmen
during their high school and college years.

The Associated Press is an even older hand in its adherence to the very highest standards in the gathering, preparation and distribution of news.

That's why it is such a pleasure to salute Sigma Delta Chi on this golden anniversary. We both have self-respect.

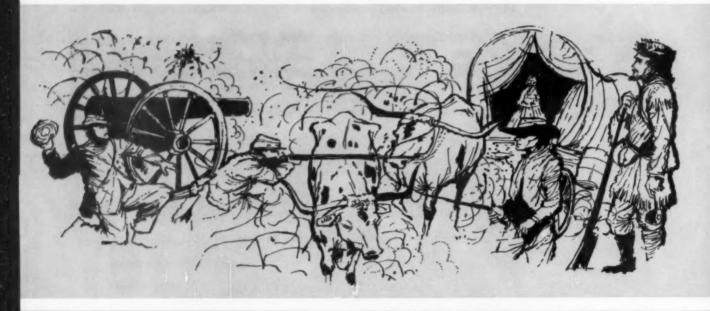


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THE THIRD STAGE

By MITCHELL V. CHARNLEY

OLLEGE education for journalism in the United States has run through two "periods" and is taking long steps into a third.

The beginning period was characterized by what was often appropriately referred to as trade-school training for newspaper work; the second emphasized a shift to "mass communications," to all the mass media, to their vastly varying functions, and to journalism as a social instrument, an element integrated into a complex civilization.

The third period—that of full professionalization—though it is still partly beyond the horizon, is clearly visible, and many of its characteristics mark today's schools and departments of journalism.

The beginning of journalism education in the United States is commonly dated 1869, when General Robert E. Lee installed work in news handling in Washington College (later Washington and Lee). It was a feeble beginning. General Lee died, and those who had been outraged by his innovation let it die with him.

• His impulse, however, was not unique. Courses in journalism were offered before or soon after 1900 at a number of universities—Pennsylvania, Kansas State, Missouri, Iowa State, Wisconsin, Illinois, Oregon, Columbia, Minnesota, Washington, Montana and others. Not all of these early starts survived—some of the programs limped along for a few years and disappeared. Some of the beginnings were hardier.

The University of Missouri School of Journalism traces its history from 1908; its widely-known dean was Walter Williams, whose leadership did much to make education for journalism respectable. Columbia University's Pulitzer School—established by money left in 1903 in Joseph Pulitzer's will—

opened in 1912, under Talcott Williams. The University of Wisconsin offered a four-year journalism curriculum, headed by Willard Grosvenor Bleyer, as early as 1909. New York University and the University of Washington started departments of journalism the same year.

• The new century, in brief, was observing nationwide interest in a new kind of vocational education. Not only were the institutions like those mentioned above offering elaborate curricula leading to degrees, but a rash of other colleges and universities listed courses in journalism. By 1920, twenty-eight institutions were offering "professional training" for newspaper work, and 103 more boasted some form of journalism courses in their bulletins. Six years later these numbers had grown to fifty and 180.

The character of the course work offered to the 5,500 students in the fifty institutions described as "professional" was noted in the November, 1926,

BEHIND THE BYLINE

After a number of years in active newspaper work, Mitchell V. Charnley turned to teaching and is now a professor of journalism at the School of Journalism of the University of Minnesota. A native of Indiana, he was graduated from Williams College and received his master's degree from the University of Washington. His first newspaper job was as a reporter for the Honolulu Star-Bulletin. He has worked for the Walla Walla, Washington, Bulletin, the Detroit News and The American Boy. He is the author of several books, including a recent textbook. He was for a number of years historian for Sigma Delta Chi.

Journalism Bulletin: "The practical standard endorsed by the teachers of longest newspaper and teaching experience is the professional school or college of journalism offering a degree course in journalism, with study, under successful journalists, in reporting, copyreading, feature writing, law of the press, advertising, editorial writing, history of journalism and ethics or principles of journalism." The notation adds that such schools should emphasize "study of history, economics, government and politics, sociology, natural science, psychology and philosophy"; but it is apparent that the bulk of emphasis in journalism courses went to practice.

This of course was to have been expected. There was at first no "organized body of knowledge" that related specifically to journalism's place in society. Communications research was a gleam in very few eyes. The distinctive feature of journalism offerings in the first period had to be training in the arts and crafts that would be used in newsrooms and advertising offices.

But the signs of the second period were appearing.

• Witness, for example, the statements of Dean Eric W. Allen of the University of Oregon School of Journalism in 1927. Dean Allen had started instruction in journalism at Oregon in 1912; in the succeeding fifteen years he had seen his department become a school ranked with Columbia, Missouri and Wisconsin as a national leader. From the start he had emphasized his belief in social science orientation for prospective journalists.

"Schools of journalism will utterly fail of their deeper purpose," he said in 1927, "if they do not attempt and succeed in producing a graduate who is thoroughly grounded not only in the social sciences, and not only in social science regarded as a unit, but also in the habit of keeping up with the authentic progress of the best current thought and actually applying the most enlightened conception of social science to his work as a reporter and as an editor."

• Because he believed that university social science courses often failed to do more than introduce students to the confined concepts of their individual fields, Dean Allen asked that journalism schools develop their own methods of integrating social science thinking with journalism education. He named Northwestern, Kansas State, Wisconsin and his own school as examples of attempts at such development.

Significantly, he also looked years ahead to the emergence of a five-year plan as the minimum for journalism education because "four years of work are not enough to train the young journalist in a scientific method of approach to burning present-day questions."

 This kind of thinking was the wave of the future. Whether they paid no more than lip service to the principlethere were, and are, schools doing no more than this-everybody agreed that journalism education must be solidly oriented in the history and development of society, and that the competent journalist had to be an educated man. Then, as now, many voicesespecially from among the older newspaper men-derided specialized journalism training-in part because they thought "you can't learn reporting any place but in a city room," partly because, as a 1930 managing editor put it, it "takes away four precious years which should be devoted to securing a liberal arts education." The acknowledged leaders of thought in journalism education-men like Dean Allen, Dr. Bleyer and historian Frank Luther Mott-were aware of the danger that specialized journalism courses might give students little more than tradeschool training at the cost of wide opportunity for general education.

Dr. Abraham Flexner, in his widelyread critique of American education, denied that courses in the principles of journalism have a place in university curricula. But Dr. Bleyer commented on these attitudes at some length before the 1930 convention of journalism teachers:

 "If our high school and college courses of study developed mature, thoughtful young men and women, capable of thinking straight about what they have learned and able to apply their learning to current events and



The late Walter Williams, a former national honorary president of Sigma Delta Chi and founder of the first school of journalism in the world.

issues, only a few courses in journalism would be necessary to prepare them for journalistic careers. Probably only courses in the history of journalism, in the newspaper as a sociological phenomenon, in the influence of newspapers and periodicals, and in the law of the press would be needed."

• But Dr. Bleyer said, most college courses "do not result in developing in the average student the ability to think logically and to apply intelligently what he has learned." Consequently, he said this kind of application and interrelation must be taught in the welldesigned journalism course.

The course in copyreading is not designed merely to give students practice in writing headlines and in correcting errors in copy. Its most important function is to teach students how to evaluate the news that comes from all parts of this country and from everywhere abroad, in the light of its significance to readers of a particular newspaper as citizens of the local community, of the state, and of the nation. It should show students how to apply what they have studied in other courses about social, political, and economic conditions in their own country and in foreign countries to the evaluation of news concerning those conditions. It is concerned both with the day's news itself and with what is behind the day's news."

• Dr. Bleyer's thinking was that of the journalism educators not only of what were considered "the leading schools" but of every institution that offered a degree in journalism (Editor & Publisher Yearbook listed 112 in 1958, and

there are probably more). The degree to which a school lives up to this-or any-principle, of course, depends on many factors: Extent of facilities, money, talent . . . but primarily the depth and understanding of the educational philosophy of those who direct the school. Just after the war Prof. James L. C. Ford, in a descriptive study of schools of journalism, divided them roughly into three categories: Those firmly oriented toward the direction Dr. Blever and Dean Allen had suggested, those that put their emphasis on skills and techniques, and -the largest number-those some place between the two.

• This means that there are many kinds and many levels of education for journalism. When Dean Norval Neil Luxon of the North Carolina School of Journalism spoke to journalism teachers as president of their professional association in 1957, he expressed the vigorous opinion that many journalism offerings were below an acceptable professional level, and that a number of colleges and universities would serve best by outright abolition of their journalistic curricula. Needless to say, there was no rush at academic suicide: though some educators agreed with Dr. Luxon, many who thought that his criticisms of educational and admission standards, teachers' qualifications, institutional strength and professional philosophy might be aimed at them were deeply angered. And the Luxon suggestions have not halted the growth of the number of institutions offering journalism training. Indeed, several colleges and universities have recently announced "journalism departments" or courses, and not always with impressive facilities for professional education, even though they apparently will offer degrees.

 American journalism teachers formed their first national organization, the American Association of Teachers of Journalism, in 1912. In 1917 the American Association of Schools and Departments of Journalism was organized, its membership composed of five schools and departments that met standards established by the Association (standards based on size, education and experience of staff, library and other facilities, breadth of curricula and other criteria). By 1925 there were about 100 AATI members-a number believed to be about a fifth of all journalism teachers in the country-and eighteen AASDI members. Twenty years later, AATJ enrolled about 300 teachers, and thirty-four schools and departments belonged to AASDJ.

AATJ's activities, in addition to an (Turn to page 86)

Fraternity and careers

On this Golden Anniversary we thank our brothers in Sigma Delta Chi for honors accorded Journal people over the years.

More than 30 of us, including our chairman of the board, a Fellow in SDX, and other officers of our company, are your fraternity brothers. We take pride in policies we believe are the most liberal in American journalism in recognizing these points of the fraternity code:

"Sigma Delta Chi includes in its membership employers and employes, thus providing a common meeting ground for men engaged in virtually every phase of journalism, of all ranks. It has been a constant endeavor of the organization to improve the relationship between them, without committing Sigma Delta Chi to the programs or policies of either."

Our company policies are fostered by a unique ownership plan which gives employes 671/2% control of the common stock of The Milwaukee Journal and its radio and television properties.

Our growth has provided substance for more and more careers
"in every phase of journalism, of all ranks." We cordially welcome our brothers in
Sigma Delta Chi who are seeking careers to contact us for availabilities.



THE MILWAUKEE JOURNAL

Published by Wisconsin people for Wisconsin people

Mobil . . .

Two NEW NAMES have been figuring prominently in oil industry news this year—Mobil Oil Company and Mobil International Oil Company.

You may have written stories yourself dealing with Mobil activities, and you may have wondered about the name. For instance, are these brand-new companies?

Well, these two Mobil companies are new only in form and in name. They are the two new operating divisions of Socony Mobil Oil Company, Inc. Socony Mobil, a company with oil operations and interests in most countries of the Free World, traces its ancestry back 93 years. This year we have been reorganizing to step up our operating efficiency so we can meet the ever stiffer competition in the oil industry.

Our entire operations in the United States and Canada are now carried on by Mobil Oil Company. This includes the operations carried on by our former Southwestern affiliate, Magnolia Petroleum Company. And as of January 1, it will include the operations that have been conducted by our Far Western affiliate, General Petroleum Corp. In other words, we are Mobil Oil Company coast-to-coast.

Our activities abroad are now the responsibility of Mobil International Oil Company which conducts its operations through affiliates. Many of these are also named Mobil, such as Mobil Oil de Venezuela, Mobil Oil Francaise, Mobil Exploration Mediterranean and Mobil Oil Ghana. Mobil products are sold in most countries throughout the Free World.

Our corporate stock, however, is still listed on the New York Stock Exchange as Socony Mobil.

If you have any questions about our name, our operations, our products, or our newly improved organizational structure, please let me know.

Note to copy readers:

Mobil is spelled without an "e" on the end.

SOCONY MOBIL OIL COMPANY, INC.

150 East 42nd Street, New York 17, New York



Mobil Oil Company • Mobil International Oil Company

Industrial Journalism Is Rapidly Growing News Field

By DEAN W. DETWEILER

YOU used to call them "house organs."

That was back in the days when they reported that "Tessie Zilch went on a shopping spree in the big city last month and came back with fallen arches (ha!)" or "A certain maintenance man has been in the dog house ever since his wife saw him chatting (?) with a certain chummy (wow!) blonde who works in inspection."

That also was back in the days when the boss called in the personnel manager and said, "Jack, I think we ought to have a little newspaper around here. Your secretary has some spare time once in a while. Put her to work on it." And so a secretary with no journalism training of any kind became a house organ editor—in addition to her other duties.

• The poor secretary never had a chance. She didn't know a pica from a zither. She got out the first issue, mainly on her own time, but the printer made most of the production decisions. Everybody thought it was great, even though it was full of boiler plate, poems about a worm, the weather, and a robin (it was spring), and



Industrial publications cover a wide range of reader interests and serve variety of objectives.

the deathless prose of the boss concerning the company and the free enterprise system and lambasting the Democratic occupant of the White House.

• Between issues, it seemed like everyone had gone fishing. The secretary got picture-proof of it—little men with silly grins and big fish and big men with silly grins and little fish. There were more poems and "That fool in the White House is going to wreck the country sure with those tax increases."

Along came the company picnic. The photographer went wild. The next issue was nothing but pictures from the picnic: The boss pitching the first ball in the softball game, the boss at bat for the first pitch at the softball game, the boss pitching horseshoes with some fellows from the foundry, the boss handing out hot dogs and drinks at noon, the boss. . . . The boss was a swell

Joe at the picnic. But a lot of the guys in production got real sore muscles and couldn't boost production up to index until the following Wednesday. The boss really chewed them.

To say that the "house organ," as it was in those days, is no longer a part of the American industrial scene would be stretching the truth. But "house organs" are rapidly becoming "employe publications" and are deserving of the change in reference.

• Although there were quite a few employe publications prior to 1941, the real growth in mission and numbers occurred during World War II. The labor shortage affected all companies, but those making products which had some direct or easily understood connection with the fighting usually had less trouble recruiting workers. Those making only components or parts had trouble getting and keeping

good employes. These latter companies found, however, that when employes were shown the actual use of the component or part in a war machine through the pages of the employe publication, they had fewer manpower problems.

This was a start. And this war-time development has carried over into many peace-time situations. For example, one company was facing labor a reement negotiations in a few months with its unions. Word had gotten around that the unions would demand a new retirement plan, but one that would pay less and cost more than the plan already in effect. A campaign of information about the existing retirement plan was conducted through the employe publication. Objections toward the current plan melted away, making negotiations smoother, quieter and more quickly and amicably concluded.

Another company was losing orders to competitors because its prices were just slightly higher. The company was losing an unusually large amount of money through scrap and waste. The effect of the situation on the business and jobs of employes was pointed out in the employe publication. As a result, employes cooperated in a waste reduction campaign that reversed the fortunes of a company headed for fail-

• The power of the employe publication was demonstrated in another company facing union negotiations. The union was preparing to demand a huge increase in wages and fringe benefits—demands that could mean real trouble. When the editor of the employe publication heard of the union proposal, he planned a one-shot compaign on wages and fringe benefits. This presentation demonstrated how employes' wages had increased in the past few years, comparing those increases with the lesser increases in the Consumers' Price Index for the area. The



DEAN W. DETWEILER

presentation graphically explained current fringe benefits and their costs.

This campaign was credited by the management for moderating the demands of the unions to an agreeable level, thus averting a strike. The presentation also became a widely-used feature story in newspapers in the area, showing how the company was a primary factor in improving that region's economic life.

- The Wagner Act placed a tight gag on businessmen. Labor unions could curse, lie about and libel the businessman, but the businessman could hardly open his mouth about these outrages without having the entire Wagner Act rammed down his throat.
- Changing political fortunes, labor union abuses and new labor laws have encouraged some businessmen to take a tentative tug at the old gag to see just how tight it really is. Through their employe publications, some are working to spit out the gag entirely. They are beginning to show that there's another side to the old caricature of the bloated capitalist.

As a result, production workers and typists are getting a glimmer of an idea how the profit motive created jobs for them and how the continuance of their jobs depends upon the continuance of adequate profits. Employes are becoming aware of how a company contributes to community life, how its local taxes help support schools, fire and police protection, how it supports welfare and charitable activities. More and more people are beginning to understand what makes up the American economic system and how they benefit from it. They are starting to understand how legislation can improve or destroy that system. They are getting more and better information on which to base their actions and opinions.

• This is a big jump from the days of Tessie Zilch and the secretary-editor. This is the jump into the future that employe publications are making.

At the helms of those publications which have made the jump are many college journalism graduates, including numerous former newspaper men and women, who are imaginatively and persuasively using their skills to help solve the problems of, and create the necessary climate for, the expansion and growth of business all over the world.

Worth Quoting

V. M. Newton, managing editor, Tampa, Florida, Tribune—"When a free people bestow freedom upon their press, they also bestow the very great obligation and responsibility of reporting all the facts, all the business and all the discussions of free government in the printed column at the time and not after the fact, when too often it has been too late for the benefit and well-being of the free people. Give the American people the truth and an informed public opinion always will respond to the challenge."

BEHIND THE BYLINE

Dean W. Detweiler, manager of employe communications for the Perfect Circle Corporation at Hagerstown, Indiana, is first vice-president of the International Council of Industrial Editors. He also is a past president of the Indiana Industrial Editors Association.

Detweiler has been in the employe communications field since he was graduated from Ball State Teachers College in 1941, where for one year he edited the student weekly newspaper.

He is a member of the Indiana Professional Chapter of Sigma Delta Chi.

Congratulations, Sigma Delta Chi On Your Fiftieth Anniversary

May you continue to assist in developing young men for careers in journalism and help create a more responsible and stronger press to observe the deepening drama of man and the world around him.

The Shreveport Times

87th Year of Leadership in the Ark-La-Tex

TV News Licks Time Lag

By WILLIAM R. McANDREW

COMPARED with the printed page, news on the air is still a young buck. But it is vigorous, robust, even precocious.

News coverage on radio is less than four decades old. News on television is a little more than one. Yet any single network newscast, of which there are many every day, reaches millions of people while only one daily newspaper across the country prints a million copies and that one is a New York City tabloid.

A new national habit has clearly emerged. The American public has come to depend on radio and television for urgent, up-to-the-minute news breaks, leaving the follow-up and elaboration of headline details and background matter to the newspapers and news magazines.

This growing reliance on radio and television results in large part from the achievements of both in speeding up the delivery of news. Most of the time they cover events as they happen. When they cannot cover them instantaneously they are often able to report the highlights within seconds. High quality telephone and radio circuits link most of the world for immediate communication. And new devices permit us to move as fast now on television as on radio.

• NBC News was less than eight minutes behind the blastoff in televising pictures of the initial Air Force attempt to put a rocket on the moon in the summer of 1958. The following fall it was only five seconds behind a similar Air Force try. This was almost as good as live coverage. It had the same quality, but the added value of enabling us to honor a Pentagon request to say nothing until smoke showed from the tail of the missile.

• For some time, electronic and mechanical methods have been cutting down the lag between an event and the time it is reported. Under optimum conditions, the audience gets to look on as the story unfolds. Political conventions, important public functions and ceremonies, and spectacular news developments are some of the things reported effectively by live television, live radio, or both.

When, for example, word reached us of a mine disaster at Springhill, Nova Scotia, we teamed up with the Canadian Broadcasting Corporation to put live TV cameras at the scene. The audience saw the grim faces of the survivors at the entrance to the mine and felt the pall of hopelessness surrounding the place. Several days later we again collaborated with the CBC upon learning that some of the trapped miners miraculously were still alive and about to be brought to the surface. Both were dramatic, on-the-spot telecasts.



Covering the world with camera and microphone, NBC television films the rescue of an African sable antelope from the Zambesi River for "Operation Noah's Ark," presented on "Chet Huntley Reporting" last July.





48 million people every week follow television's most celebrated

REPORTERS

on the CBS Television Network

A single CBS News program broadcast five nights a week is today the largest news medium in the world, with a bigger weekly circulation than any newspaper, magazine or other radio or television news program.

The program, Douglas Edwards with the News, is the product of a network of correspondents who have been acclaimed for nearly a quarter of a century for the depth and range of their reporting. Their interviews with statesmen and politicians are often important news events. Their timely documentary reports put into clear perspective the political, scientific, and social issues of the day—in Little Rock, Laos, or the west side of Manhattan.

Their programs range from the muchpraised international conversation piece, Small World, now in its second year, to the new series of important hour-long nighttime documentaries, CBS Reports.

This versatility and the ability to bring the news you need with the speed of light continues to earn for CBS News the confidence and the attention of the nation's viewers and advertisers alike. Monday through Friday
DOUGLAS EDWARDS
WITH THE NEWS 7:15 pm
BICHARD C. HOTTELET

WALTER CRONKITE WITH THE NEWS 1 pm

UN IN ACTION Sunday 11 am

HARRY REASONER WITH THE NEWS Sunday 11:55 am

FACE THE NATION Sunday 12:30 pm

HARRY REASONER WITH THE NEWS Sunday 4:45 pm

CONQUEST Sunday 5 pm

SMALL WORLD

THE TWENTIETH CENTURY Sunday 6:30 pm

SUNDAY NEWS SPECIAL 11 pm

SATURDAY NEWS 1 pm CRS REPORTS

on special dates (schedule as seen in New York City) • NBC News cameras were dockside to greet the arrival at the Brooklyn Navy Yard of the atomic submarine Nautilus after its voyage beneath the North Pole. Camera crews were routed out in the middle of the night for live coverage of recent air tragedies, and were put into prompt services as Fidel Castro's forces swept Batista out of Cuba.

Ten years ago this kind of television mobility would have been impossible. Now it is common practice. We assign live camera equipment to stories worthy of instant coverage as readily as we send out reporters. On radio, this has been standard procedure for years.

The radio mobile unit looks like any other station wagon or panel truck along the street or highway. The difference is that it can stop in its tracks and originate a broadcast from wherever it may be. The television mobile unit looks like a cross between a moving van and an auto trailer. Its swollen walls house a complete television transmitter capable of initiating a telecast where it parks.

• There are also other special mobile devices. NBC News has made much use of a custom-designed limousine with a turret top that holds a camera. It also has deployed several portable cameras powered by packs borne on the backs of the cameramen, especially at political conventions. These lightweight, self-contained units are known in the vernacular as creepie-peepies and they can move just about any place. They are television's counterpart of radio's walkie-talkie.

What radio and television have achieved thus far is only an inkling of things to come. One word is the key to the future: speed. While both media shall continue to refine and improve the techniques and instruments already in operation, the main drive in the future will be to trim even more the lapse between the event and its presentation.

• More portable camera equipment will certainly help to get into places now inaccessible. Faster air service will cut the time in handling TV stories covered on film. So will quicker film processing.

But the device television news is likely to lean on most heavily will be video tape. It was video tape that permitted NBC News to move so fast on the Air Force lunar probes. Had we relied on film, the minutes and seconds would have multiplied to hours even if transportation and film developing had run on schedule.

Tape is the answer when a live telecast is impractical or altogether out of



WILLIAM R. McANDREW

the question. Yet tape plays another important role. It affords the chance to ease the load on telephone circuits. Some stories that can hold up for later use may be taped in advance when traffic is considerably lighter. The greatest advantage of tape is that it plays back as recorded without the necessity of developing.

• At the present time, portable tape units are quite short of perfection. But engineers feel that they will be in everyday use before long. Within a few years, they predict, a television mobile unit will be developed which is as compact and maneuverable as the ordinary automobile. It will be able to go almost anywhere, even off the highway into fields and rough terrain. Its equipment will be suitable for either live broadcast or taping. It will either record or originate a news report from the scene.

This means that a mobile unit can

BEHIND THE BYLINE

As a vice president for news of the National Broadcasting Company, William R. McAndrew heads a far-reaching operation that today is worldwide. He was born in Washington, D. C. and got his first newspaper job as a stringer for the old Washington Herald. After graduation from college, he joined the staff of the United Press. In 1936 he moved over to NBC and was stationed in Washington. In 1940 he became executive news director of Broadcasting magazine and in 1942 went to the American Broadcasting Company as a news editor. He returned to NBC in 1944 and ten years later became director of NBC News.

cover just about any story one can imagine and place it before the television audience as it actually happens, whenever such immediacy is called for. In addition, creepie-peepies can fan out from these mobile units and transmit a picture plus sound for widespread broadcast by the mobile unit.

• All of this applies to coverage of the domestic scene. Yet the time is not far away when we shall be able to obtain instantaneous service from abroad. Experimentation under way will bring us a picture from London or Paris almost as easily as we pull it into New York or Washington from Chicago or Peoria.

In the days ahead what happens in Europe in the daytime will be seen on evening news shows that very night and even sooner if the importance of the event warrants live coverage. Meanwhile, the jet age is already here. That has brought film of European events to the American screen many hours sooner than older transportation methods. In many instances we are already seeing today's European news the same day it happens.

• If we wish to give our imagination full play, freight-carrying, if not passenger-carrying, missiles are within the realm of possibility. So far their development has been for military or scientific experiment. But how many really believed ten years ago that within a decade passengers would by flying to London in six and a half hours?

Should transatlantic transmission prove too costly, news events taped in England or on the Continent would be hurtling the ocean at speeds of 25,000 miles per hour.

Day by day, some of the distinctive accomplishments of radio and television, some of the industry's headline-making firsts, are becoming obsolescent. Even now some picture stories never reach the screen because of the lag between the event and the time the film reaches a network originating point. In the interim, other news developments take precedence.

• These frustrations will not be around very long. With tape, transoceanic television, jets and missiles, the day is not far off when a news event anywhere in the world will be seen on the American screen only a few hours after it occurs.

Electronic journalism has earned its right to long pants. And it has accepted the responsibility that goes with approaching manhood. Its precocity has turned into steady, dependable, mature performance around the clock and around the calendar.



Magnum Photo, by Betty Elliott

What makes a newspaper great?

Valerie Elliott, aged $3\frac{1}{2}$, is going fishing with her father's murderer.

Valerie is the daughter of one of five American missionaries speared to death in 1956 by savage Auca Indians in the jungles of Ecuador. Last year she went to live in that same jungle with her widowed mother and the sister of another of the dead men. The women's purpose: to teach the Gospel to the very Indians who killed their loved ones.

Recently, for the Minneapolis Sunday Tribune, George Grim went to the jungle's edge to obtain the dramatic story from these women—a story of their surpassing courage and its impact upon the pagan, primitive Aucas. "Faith Beyond Fear" by George Grim gave Upper Midwest readers a first person look at this tale of 20th Century faith triumphant over Stone Age barbarism. So moving was this unique picture-story report with George Grim's text and Cornell Capa's pictures that major newspapers from California to Massachusetts have brought it to their readers. too.

George Grim is an unusual newspaperman. Mildmannered, informal, deceptively relaxed, he has tracked down front-page news items and heartwarming feature stories in almost six dozen countries. His on-the-spot reports have ranged from this story of Christianity in the Ecuadorian jungle to the hanging of Mussolini in Milan. He has described with equal fluency the breath-taking beauty of Brazil's hidden Iguassu Falls and heart-wrenching squalor among the peasants of China's Hunan province. And in between trips, he writes with equal sensitivity of his neighbors in a daily column, "I Like It Here."

George Grim is forever finding new people, places and things to write about. His energy, exuberance and fast-paced, knowledgeable reporting of affairs both global and local have won an enthusiastic following among his readers. Like so many of the men and women who staff the Minneapolis Star and Tribune, Grim brings an undeniable something extra to his job—one major reason why these two good newspapers have won the regular readership and responsive regard of an entire region: the 3½ state Upper Midwest.

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Minneapolis Star and Tribune

EVENING

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JOHN COWLES. President



CHARLES A. PERLIK JR.

N evaluating the contributions that the American Newspaper Guild has made to the newspaper industry and especially to those who work in it, it is interesting to recall that when the Guild first came into being it was dismissed as a temporary phenomenon that would inevitably—and it was hoped, by some, very shortly—disappear.

That was December 15, 1933, when thirty-seven newspapermen and women met in Washington and founded the Guild

• Today, some twenty-six years later, with more than 30,000 members, the Guild has become a vital part of the newspaper industry.

"I believe it can be credited with saving the newspaper business in this country," Editor Louis B. Seltzer of the Cleveland *Press* said recently.

The spark which generated that historic 1933 newspapermen's meeting came from a column that appeared in the New York World-Telegram on August 7, 1933, under the byline of Heywood Broun, at that time one of the most successful and respected newspaper writers in the nation, and afterwards first president of the Guild.

That column began:

"You may have heard," writes Reporter Unemployed, "that although the newspapers are carrying the bulk of NRA publicity, a number of publishers are toying with the idea of classifying their editorial staff as 'professional men.' Since NRA regulations do not cover professionals, newspapermen, therefore would continue in many instances to work all hours of the day and any number of hours of the week."

Broun's conclusion was simple: what newspapermen needed was a union.

Newspaper Guild Now in 26th Year

By CHARLES A. PERLIK JR.

"Beginning at 9 o'clock on the morning of October 1 I am going to do the best I can in getting one up," he promised.

That column appeared at a time when there were restless stirrings among newspapermen. One such activity occurred in Cleveland, where, aroused by the announcement by NRA Chief Hugh Johnson that the publishing business was exempt from NRA regulations, newspapermen were forming the Cleveland Editorial Employees Association, later to become Local No. 1 of the Guild.

• There were others, especially after Broun's column had been published: Minneapolis and St. Paul, later Local No. 2; New York, later Local No. 3; Rockford, Illinois, and Milwaukee.

It was natural, perhaps, that the emergence of the Guild should have been greeted with almost universal incredulity. Newspapermen couldn't organize themselves. They were a set of irresponsible, happy-go-lucky, impecunious bohemians. Even if they could organize, they could never stay organized. The Guild would speedily fade away.

There had been previous—impermanent and mostly futile—organizing efforts among newspapermen. From 1891 to 1919, for instance, according to the history books, the International Typographical Union alone chartered fifty-nine newswriters locals. Few of them lasted. In 1923, the Union relinquished jurisdiction over newswriters. An exception to the short and usually unhappy lives of the newswriters' unions was that of the Scranton, Pennsylvania, group, which subsequently became Guild Local No. 177.

• When December 15, 1934—the Guild's first anniversary—rolled around, incredibly enough the Guild was still there: a loose confederation of little scattered groups—naive amateurs, per-

haps—but still a Guild. And on December 15, 1935, it was still there.

When, in 1936 at its first New York City convention, the delegates—not nearly so naive now—climaxed three years of debate by voting 83-5 for affiliation with the American Federation of Labor, it was apparent that not only was the Guild not going to go away but that its future development was to be toward a labor union rather than a professional society.

• The newspaper publishers themselves helped the Guild to find its direction. Their opposition—running all the way from amused tolerance to open hostility and manifested in their evasion of collective bargaining and their refusal to sign contracts—continually pushed Guildsmen toward trade unionism.

(Turn to page 81)

BEHIND THE BYLINE

Since 1955 Charles A. Perlik Jr., has been International Treasurer of the American Newspaper Guild. A graduate of the Medill School of Journalism at Northwestern University from which he holds both B.S. and M.S. degrees, he began his newspaper work as a copy boy for the old International News Service in Pittsburgh in 1942. He worked as a newsman for the United Press in the Pittsburgh and Chicago bureaus in 1946-1948 while attending the university from which he received his first degree in 1949. From 1950 to 1952 he was on the staff of the Buffalo, New York Evening News and in 1952 he joined the staff of the Guild as an international representative. During World War II he served in the Philippines and on Guam as a First Lieutenant in the Air Force. He is a member of Sigma Delta Chi, is married and lives with his wife and three children in Falls Church, Virginia.



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The Medical Profession Looks at Journalism

By LOUIS M. ORR, M.D.

N the occasion of the fiftieth anniversary of Sigma Delta Chi, I was invited to make an appraisal of how well journalism is doing its job in relation to medical science and the medical profession. I only hope that my views will not be more confusing than the problem of medical communication itself.

The two professions—medicine and journalism—have some notable points of similarity:

Both professions are concerned with important functions of human life. The medical profession "labors incessantly to destroy the very reason for its existence," while newspapermen deal with the health of human minds in a democracy by trying to keep them adequately informed.

Both professions are practiced by men and women who are passionate believers in their calling. A physician believes that all must recognize the nobility of his profession, while a journalist believes just as strongly that the satisfaction of the people's right to know is a duty of a high moral order.

Both professions are subject to incessant curiosity and advice. It seems that everyone knows how to run a newspaper, and it seems, too, that everyone possesses some innate power to diagnose illness or prescribe treatment.

• At one point, however, the two professions diverge widely. Medicine has an old tradition of silence. Professional secrecy is enjoined in the Oath of Hippocrates, to which all doctors subscribe. The newspaperman, on the contrary, is pledged to give the public "all the news that's fit to print."

From the doctor's standpoint, it is the interpretation of this code of professional conduct that is the determining factor in how far—and in what manner—he can cooperate in supplying medical information to a reporter. But times are changing and a doctor's interpretation of conduct so far as newspapers are concerned is changing, too. What were considered violations of medical ethics only as far back as five years ago are no longer considered infringements. The Principles of Medical Ethics of the American Medical Association have been changed several times in the last few years and each time they have been made more liberal in interpretation.

• Certainly the no man's land between the physician and the newspaper reporter is not the lonely expanse it used to be. The camps of medicine and journalism are, in fact, closer together today than they have ever been before.

For example: State and county medical societies and the American Medical Association are working more and more closely with newsmen, especially the well trained and earnest science writer. County medical societies have press committees to work with newsmen. They have meetings with all media people—press, radio and TV—to improve relationships, and their meetings are generally open to the press.

• At the state society level, all media people are invited to state meetings. Nearly all societies maintain press headquarters at these meetings. Many encourage medical science writing courses and conferences in cooperation with the American Medical Association. Many have guides or codes of cooperation which help both the state and county societies within the given state to maintain a better liaison with all media.

The American Medical Association has, for many years, maintained a full-time press relations staff, and it, too, maintains press headquarters at two



DR. LOUIS M. ORR

annual meetings and also at smaller regional meetings. A total of 242 writers, representing all media, were registered at the American Medical Association's last annual June meeting in Atlantic City, and it was estimated that they filed more than a quarter million words during the five-day session.

• These facts indicate a definite change in doctor-reporter relations. They indicate that medicine as a profession has nothing to hide. They indicate a strong desire on the part of the profession to work more closely with all media. And, more importantly, they indicate a better understanding of "the other fellow's" problems.

This has all come about largely because doctors realize only too well that they must help the public develop an appreciation of *quality* in medical care.

Modern medicine is more costly than medicine was at the turn of the cen-

BEHIND THE BYLINE

Dr. Louis McDonald Orr, a distinguished urologist, of Orlando, Florida, took over the office of president of the American Medical Association at the association's convention in Atlantic City last June. He is a graduate of Emory University Medical School. He has served as vice speaker of the House of Delegates of the AMA and as a member of the Council on Medical Service. During World War II he was a Colonel in the Medical Corps and commanded the 15th Hospital Center of the European Theater of Operations. He has written more than fifty articles for medical journals.



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tury. The reason is plain. Modern medicine is worth more. But the public does not understand, and it is part of the profession's long-term educational job to see that the public does understand. To do this, the medical profession, as well as all allied branches of medicine, needs the help and cooperation of every media of public information.

- One of the most controversial issues that often hits print today revolves around doctors' fees. Actually, few physicians are overcharging when one considers what the patient receives and demands in high-quality medical care. Yet many patients believe they are being overcharged. The remedy here lies not only in greater frankness between physicians and patients as to the value of services and the necessary charges connected with professional services, but more publicity through newspapers, magazines, radio and television relative to the quality of medical care. The time has come when we, as a profession, should take so strong a stand against improper practices that there can be no question in the minds of the public that the physician who transgresses bears the strong disapproval of his colleagues.
- During my long tenure in key offices within the American Medical Association, I have met and conferred with countless newspapermen. I can say truthfully that had it not been for many of these highly-trained and gifted writers, the public support we needed on many vital issues affecting both medicine and the public would have been much less wholehearted than it was. Journalism's job in behalf of the medical profession, generally speaking, has been wonderful.

It would be naive, indeed, to state that the relationship between doctors and reporters is excellent. Some doctors and some reporters see completely eye-to-eye on how medical news should be handled, but others don't and there are enough squabbles and misunderstandings to indicate that there's room for improvement on both sides.

Probably the most specific and oftenheard criticism which doctors level at the press revolves around the word "interpretation." Medical knowledge must be explained and interpreted, of course. But in the process the writer must be alert to his personal interpretations and the physician must be alert to public presentation. If the writer must interpret medical facts, he must be accurate. To achieve accuracy in his writing, he can ask for help which is available from the medical profession everywhere. There is little excuse now for errors.

• This matter of interpretation of medical news is broad and complex. Doctors can help by being patient and tolerant with the writers, but writers must be aware of their responsibility and realize that the facts as they present them can be serious indeed where patients are concerned. The problem of providing accurate medical information to the public actually is a two-way street, with obligations falling upon both the doctor and the newsman.

Perhaps improvements would come about if:

- 1) More specialists—trained science writers—in the field of medical reporting were developed.
- More newspapers would take the initiative in training young science writers and assign them to cover medical meetings.
- 3) More reporters would take the time to consult with official agencies of medical organizations regarding important medical questions before writing their stories.
- 4) More editorial writers would check their facts with medical societies before writing their interpretive comments.
- 5) More newspapers would adopt a policy against overplaying some unimportant medical discovery simply be-

cause it lends itself to sensational head-

- 6) More editors would try to understand the ethical principles for which the medical profession stands and realize that these principles offer the public great protection from medical exploitation and quackery.
- 7) More physicians would try to understand the attitude of the newspaperman, familiarize themselves with the methods of reporting news and publishing a newspaper, and be more patient and sympathetic in dealing with the reporter who comes to him in good faith.
- 8) More physicians would realize that publicity for personal aggrandizement and for commercial purposes is unfair and dishonest to their colleagues and to the public.
- 9) More medical societies would organize services which would be more helpful to the press and try to work out more cooperative relationships in the releasing and handling of medical news.
- If all of these things were done jointly and in a cooperative spirit, the channels of clear communications between doctor and newspaper could be kept open with benefit to the clients of both—the general public.

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New Era for the Magazines

By FLOYD ARPAN

HERE is a story, probably apocryphal, making the rounds of the magazine world that an opportunist writer, who always likes to key his books to news pegs, has written a volume entitled "The Rise and Fall of the American Magazine." Now he is awaiting the demise of the next national magazine of consequence to "fill in the blanks" of vital statistics which he feels will indicate the death throes of magazines as a modern journalistic force. Rumor has it that he keeps ghoulish watch on the circulation and financial "health statistics" of several shaky publications, watching for the day of their "final issue."

• The sudden end of Colliers caught him with his manuscript unfinished, but he is certain that there will be another magazine death soon which will provide him with the news peg he has been seeking.

There is no doubt but that he will get his news peg in due time. For magazines, like people, grow old, outlive their usefulness, lose their vitality and appeal. And sometimes even continual blood transfusions (new policy, new editors, new style, etc.) are unable to save them.

But while there have been a few spectacular magazine failures in recent years, these in no way portend the end of magazine journalism. Magazines today are enjoying unprecedented popular acceptance in the United States, a situation unmatched in any other country of the world. Those who have been issuing dire prophecies concerning the present state and future possibilities of magazine journalism for the most part are misinterpreting the trends or mistaking the readjustments and changes in publishing formulas for weakness.

 Many of the misconceptions on the part of the general public concerning the magazine industry stem from lack of information about the size and overall purpose of the field. Even the most avid magazine reader seldom comes into contact with more than a dozen of the thousands of magazines available each month. The magazine field may be likened to an iceberg. About one-sixth of it "floats above the surface" and is seen by the general reading public. The remaining five-sixths is "below the surface" and is not seen by general readers because it is designed for people with specialized interests and circulates mostly through mail distribution rather than on the news stands.

The total number of magazines published in the United States has been variously estimated from ten to fourteen thousand. No exact figure is available for there is, unfortunately, no one clear-

ing house on magazine statistics. The various magazine associations and auditing bureaus overlap, and a large segment of the industry does not belong to an association or have its circulation audited.

• There are roughly three publishing segments for the industry:

1) The "consumer" publications,

 The "consumer" publications, which contain general and mass circulation magazines such as Reader's Digest, Saturday Evening Post, Life, etc., with broad, general reader appeal. Circulation is about equally divided between newsstand sales and mail subscriptions.

2) The "business publications" which, for the most part, are concerned with news reporting and interpretation for a special field such as the oil industry, aviation, railroading, chemical engineering, etc. These are essentially newspapers in news magazine format and are extremely valuable to people working in the specialist fields but hold little interest for the general public.

3) The "company publications," whose main job is to act as communications media for a given companybuilding esprit de corps among employees of the company and users of the company's product, explaining company plans and policy, etc. Circulation is restricted almost entirely to employees of the company or users of the company product, and there is little or no circulation among the general public. Distribution is usually at the company plant or office or through the mail. There is no newsstand circulation. There is no advertising, and publications are supported by industry subsidy.

• Throughout American publishing history, magazines have been popular and influential—yet individually and collectively they have been engaged in a never ending "hot war" for reader acceptance. Editors, therefore, have been involved in a ceaseless search for information concerning their readers' likes and dislikes, their financial and

BEHIND THE BYLINE

After spending six months this year in the Far East as a special consultant



Floyd G. Arpan

in journalism for the State Department, Floyd G. Arpan returned home to write this article about one of his special fields, American magazines. He is head of the Department of Magazine Studies at the Medill School of Journalism at Northwestern

University and in recent years has worked closely with the State Department as advisor to groups of foreign journalists traveling and studying in this country. He has traveled widely, having visited some eighteen foreign countries before his trip to the Far East. He is an associate editor of The Quill and a former national officer of the fraternity.

social status, etc. And this information is used to determine editorial policy as well as convince advertisers of the potential market for their products through the use of a specific magazine. Thus each magazine is edited with a particular type of reader in mind and a magazine must please this reader or lose out to a competing publication.

• Most of the criticism of the magazine industry has been directed at the consumer publications—the ones visible on the news stands and which have general appeal. Some of the criticisms are valid, others apply to all communications media—not just the magazine field alone—and still others are plainly nuisance comments directed by those who would remake the magazines in their "own image."

There are those who sneer derisively at the "magazine mind." They refer to the "Reader's Digest mind." the "Saturday Evening Post mentality," the "Ladies Home Journal complex." It is not quite clear what their objection is. It is presumed that they frown automatically on any piece of writing that has broad appeal, broad influence, or is directed primarily at the masses. Apparently this cheapens the writing and makes it "bad" per se. They object, too, to the widespread adoption of ideas from the magazines on the ground that readers should think for themselves rather than adopt ideas set forth in magazine pages. With this argument, these critics are, therefore, admitting that the magazine exerts a considerable influence in the lives of readers. One prominent architect has said that he automatically charges five per cent more if a client comes in with tear sheets and illustrations from a "home magazine" with the demand that the new home incorporate the same features. "People lose their originality through reading magazines," he says. "If you would allow them, they would eventually give up their own ideas for something they see in a magazine."

• That millions of Americans do get ideas from their magazine reading has been admitted on numerous surveys. For daily living, it is an inexpensive instructor, giving counsel on everything from marriage problems, rearing children, home decoration, cooking, manners and morals.

A second criticism revolves around the charge of "sensationalism." And here the critics approach the magazine from the standpoint of "family reading." They insist that contents show nothing which could not be read by all members of the family without embarrassment. This criticism runs head-on into another: that the mass media is forever painting a pseudo-world. Ed-

itors, therefore, are condemned if they print the frank and unvarnished facts, and also condemned if they don't and the resulting picture of life is one of rosy optimism.

• The magazines themselves, are ensiged in a bitter quarrel over sensationalism. Some magazines get their reader appeal through emphasis on sex most of the time. Others use this appeal occasionally, or dress up the material under scientific or cultural labels. There is no question but that magazines today are discussing subjects frankly that would have been taboo only a few years ago. Yet even here they are nowhere as direct or specific in their descriptions or use of words as are books. Since magazines come under the second-class mailing permit, they have to be very careful not to run afoul of the postmaster who can charge them with printing lewd or pornographic writing.

The general magazines have disappeared almost entirely from the reading field. Publications with specialized appeal have taken their place. The myth of the "family magazine," read by all members of the household, is virtually dead. The critics who claim that the juveniles of the family are likely to read "mother's magazine" about sex problems, etc. will find little scientific evidence to bear them out. The juveniles are reading their own publications, geared to their age and problems.

· Critics of the literary content of magazines merit closer attention. While magazines once were a major outlet for works of fiction, and did print most of the outstanding works of the early prose writers and poets, this is no longer true. Part of this is due to the rise of the paper back book, and the increasing emphasis on non-fiction writing in magazines. Fiction now plays a minor role in the magazines, taking second place to information and commentary articles. Of the fiction that remains, the criticism is that it is too plebian, too rigidly controlled by a formula of writing to space, too pseudo life-like because of the emphasis on optimism. Mass circulation magazines certainly contribute little to literary experimentation or the discovery of new writing talent. This is left to the literary publications and the "little" experimental magazines. Editors, faced with securing short fiction with broad appeal, cannot afford to experiment each issue. They know they have to face their readers' vote of confidence at the newsstand with each issue.

Whatever their shortcomings may be, magazines have been closely identified with the social and political reforms brought about during the last fifty years. Being national in character, they have been less subject to localized pressures—both political and economic. In recent years, their depth reporting of major news stories have placed them on a par with newspapers as sources of information on current affairs. And since there is no "national newspaper" in the United States, the magazine has tended to give national perspective to news events and situations. They still are the cheapest source of expert information and advice on a wide variety of subjects not available in newspapers. Whatever the subject, there is probably a magazine articleor a whole magazine-devoted to it.

• The magazine world, about to complete its first sixty years in the 20th century, is neither senile nor on its last legs. Those who would write about its death throes should be apprised of its virility.

Worth Quoting

"The climate of the second half of the 20th century, let us face it, is somewhat hostile to liberty. If it survives in these cold, unfriendly and unpromising surroundings, it will be because the daily press perceives the nature of this crisis and struggles to imbue its readers with a sense of this challenge.

"Now as never, the press is needed as a Fourth Estate—a Fourth Estate to which the harassed individual, oppressed by the establishment, can turn for refuge and for comfort. The imperious necessities of vast organization have given to the established order authority greater than could have been fashioned by the conscious tyrannies of the past.

"An alert press, in its news columns and on its editorial pages, must put the light upon every proposal for an extension of authority over the person of the individual citizen in order that society may be able to distinguish between extensions dictated by the necessities of power and those dictated by the sheer appetite for power.

"The surest way to do this is to make certain that the voice of the protestant, the cry of the dissenter, the shouts of the noncomformist—arrayed alone against the collective combinations of 20th century organization—are not silenced. The individual, even when he is wrong, and sometimes especially when he is wrong, needs to be heard, and the press, to an increasing degree, will provide the last forum where he may be heard."

-J. Russell Wiggins



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CARL E. LINDSTROM

This is the first of a series of articles on journalism ethics to be published in the QUILL. The series has been obtained by the fraternity's Committee on Press Ethics, headed by William Small, news director of Station WHAS in Louisville, Ky.

WE hear a good deal and ourselves make much talk about ethics but it is difficult to crystallize in words, much less in deeds, the application of ethics to journalism. We know what it is, better what it isn't, but when it comes to doing something about it the thing gets slippery.

In its early days the American Society of Newspapers took hold of it sturdily but trouble began almost immediately. When William Allen White was asked to report as chairman of the Committee on Ethical Standards he said: "The committee cannot report. It has no idea what the ethics of this business is. The subject is too broad. We return for further instructions.

"Do you want us to take in advertising? Should we take Tanlac; if not Tanlac, the Plant Juice; if not Plant Juice, the Scott's Emulsion? Where is the deadline?

 "Do you want us to make a code to be put up in the office which the reporters will laugh at about the matter of gathering news and how to get news? We don't know. We have raised a lot of questions. Here is one of them: what particular good does it do us to have high standards as to the quality of our writing, the character of our editorial matter, the high and lofty attitudes we take in the editorial columns . . when we go ahead and buy a lot of syndicate stuff that is addressed to morons? . . . What is the ethics of offering premiums, of having contests, of getting a lot of people on the list who will do the advertisers no good? What rights has the advertiser that a publisher is bound to respect? Personally I don't think he has any. I think all he has a right to know is what he is buy-

Ethics and Responsibilities Of American Newspapers

By CARL E. LINDSTROM

ing.... What is the ethics of a newspaper towards a community project when the question is: shall it tell the truth as it sees the truth, or should it join the boosters? Personally, I duck."

In time the Society drew up a code of ethics. Then trouble arose when a member violated the code and there was a move to throw him out. Legal counsel found they couldn't do it and for several years debate raged around the question: what good was a code of ethics if you couldn't enforce it. Eventually the constitution of the Society was amended so a member could be dropped but nobody has been dropped.

• If you go to the dictionary you'll find so many definitions of ethics with so wide a range of meaning that any profession or vocation must frame its own marching orders. It is impossible to take an objective view of ethics, because it is a subjective element. It means something only with regard to the ME of all of us.

So too with a newspaper. And a newspaper that hasn't a pretty clear view of the principles by which it is steered, either by the publisher-owner (if he has any at all) or by the policymaker who may happen to be the editor, no beginning can be made in the area of ethics.

I'm not sure that journalism can be concerned with ethics at all. Certainly the question whether a person violates a confidence or faces contempt of court is an individual problem and hasn't anything to do with the newspaper such a person represents.

• The issue of Marie Torre and her informant regarding Judy Garland's weight on the bathroom scales did not involve ethics. Had there been the slightest vestige of ethical principle involved it went out the window when she capitalized on her sojourn in jail by writing articles for profit. She asked for the issue, she got it and made prestige, if not profit, by the deal. So did her newspaper.

This is not unusual. I cannot recall any similar case when the reporter and his paper did not squeeze the last atom of promotion and prestige by a phony silence as to news origins. I remember the case of a couple of reporters who obtained what was free to anybody who wanted it—information about money pools. They went to jail where they wrote articles in a fever to make of themselves present-day Peter Zengers.

 I cannot believe that ethics involves journalism to any greater degree that an upright citizen walks unselfconsciously a straight path without regard as to whether he is to be applauded for his virtue. Virtue is a completely ingenuous quality. To wear it on your lapel is to lose it.

Ethics cannot be involved in anything that a newspaper does except in the very discouraging circumstances that newspapers today are a business. Being a business there are certain Don'ts to be observed: (1) Don't cheat the customer (once you could do so under caveat emptor which implies that you can try to cheat him); (2) Don't hit your competitor below the belt by talking down his product (talk up your own); (3) Pay your bills (once newspapers could pay their help only when the collector cracked down on some delinquent advertiser).

(Continued on page 89)

BEHIND THE BYLINE

For nearly four decades Carl E. Lindstrom was associated with the Hartford, Connecticut, Times. He became its executive editor in 1953 after serving for a number of years as managing editor. He has served as an officer of the American Society of Newspaper Editors and the New England Society of Newspaper Editors, and is a former director of the Associated Press. He retired last year and is now on the journalism faculty of the University of Michigan.

Newspaper Guild

(Continued from page 70)

In 1937, the Guild voted, by national referendum, to broaden its base, expanding its jurisdiction to cover newspaper workers in the advertising, business, circulation and promotion departments as well as the editorial department and to affiliate formally with the Congress of Industrial Organizations. The Guild was here to stay.

The impact on the industry of this new and unexpected force—a militant white collar collective bargaining agency-has been far-reaching. In 1934, for example, the median wage for reporters was estimated at about \$30 a week for a work week which was stretched to fill all the time in which any news developed. Today, the median wage for reporters in Guild contracts is somewhere around \$122 for a far more rigidly controlled work week. Guild contract minimums for reporters, photographers and display advertising salesmen range up to \$157.10 and there are many staffers on Guild papers who make over the minimums.

Typically, Guild contracts specify that the contract minimums are minimums only and that merit shall be acknowledged by increases above the minimums. Other important contract features include:

1) Severance pay (in which the Guild pioneered) of two or more weeks salary for each year of employment paid on dismissal or death, often on retirement or resignation.

2) Job security: no dismissals except for just cause.

Orderly grievance procedures, including arbitration of unsettled disputes and dismissals.

4) Shorter, regular hours. One-half of all Guild members enjoy work weeks of less than forty hours. The five-day week is standard with time-and-a-half in cash for overtime.

5) Improved working conditions: paid holidays (some contracts have as many as fourteen), paid sick leave, extra pay for night work, four-week vacations, Guild life insurance.

6) Planned retirement. About 70 per cent of the Guild membership is now under retirement protection.

This year, finds the Guild with 216 contracts. Of these, 151 cover 185 newspapers of general circulation, nine cover wire services, four weeklies, twelve magazines, two radio stations, nine foreign language papers, thirteen labor publications, three racing papers, and thirteen miscellaneous publications.

Economic gains won for newspaper workers by the Guild have been re-



flected on non-Guild papers, too, and have thus raised salaries and improved working conditions throughout the industry.

It is not alone through economic gains, however, that the Guild has contributed to the industry. From its inception, the Guild has concerned itself with raising the level of newspaper work. The constitution states specifically that the Guild's purpose shall not only be to advance the economic interests of its members but also "to guarantee, as far as it is able, constant honesty in the news, to raise the standards of journalism and ethics of the industry."

In its contracts, the Guild protects reporters against the use of their by-lines over their objections and permits legitimate outside activities of employes while safeguarding the publisher and his newspaper against exploitation, encourages leaves of absence for professional fellowships and scholarships, and guarantees the writer or photographer a share of the proceeds from the reuse and syndication of his work.

By raising salaries and improving working conditions of newspapermen everywhere—by making the industry a more attractive place in which to work—the Guild has raised the caliber of newspaper workers and the level of newspaper work.

In addition, the Guild and its locals

1) Formulated a code of ethics for the guidance of newspapermen, adopted as early as 1934. (The Guild's historic stand for the unqualified principle of "newsman's privilege" to keep confidential his news sources was reaffirmed in July, 1959, at the Twentysixth Annual Convention in New York City.)

2) Led the withdrawal of Western journalists from the International Organization of Journalists, after it was captured by the Communists, and helped establish the non-Communist International Federation of Journalists.

3) Established the annual Heywood Broun Award, rewarding journalistic enterprise and initiative, and encouraged regional and local awards for reporting, writing and photography.

4) Sponsored advanced classes and workshops in reporting, writing and editing, annual lectures on press performance, scholarships in journalism for deserving students, regional awards for college and university newspapers and community service awards.

Conducted a special study of the supply and cost of newsprint.

There have been many important milestones in the Guild's first quarter of a century. One of the most far-reach-

ing came in 1937 when the United States Supreme Court ruled in the Watson case (Associated Press versus National Labor Relations Board) that Guild membership does not impair freedom of the press.

"The publisher of a newspaper," said the court in that historic decision, "has no special immunity from application of general laws."

This, then has been the unique story of the American Newspaper Guild: A trade union of white collar newspapermen born in the depths of an economic depression, which in twenty-six years has grown into an organization with locals in 100 cities in the United States, Hawaii and Canada (plus separate nationwide locals of United States and Canadian wire service employes), whose contracts cover approximately half of the daily American newspaper circulation.

Of the many things it has contributed to the newspaper industry, however, perhaps none has been of more lasting import than the increased selfrespect it has brought to those individuals who work in it.

The unique nature of the Guild is well illustrated by an anecdote which Critic Lewis Gannett tells. As a work-

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ing columnist, Mrs. Eleanor Roosevelt very early joined the Guild, in which she still retains her membership. Gannett recalls a membership meeting of the New York Local which Mrs. Roosevelt attended in the early forties, before the nation entered the war. She showed her Guild card at the door and received a slip entitling her to vote. She sat quietly in her seat without being introduced or heard. On two or three occasions, on controversial issues, she raised her hand with the slip in it and cast her votes—in the minority.
"Often in the years since," says Gan-

nett, "the memory of that union meeting, attended, as an unrecognized private member, by the wife of the President of the United States, has recurred to me. I suspect that it is unique in the annals of government.

Where else or when else, in this country or in any other, could the wife of the President have sat so quietly as an individual, unhailed from the dais? I think the incident was a great tribute to a great personality, Eleanor Roosevelt, and also to the Guild and the word and idea of democracy."

Television News Coverage

(Continued from page 16)

system was quite complex, but worked smoothly, enabling us to present the swiftest and most thorough coverage of a European news story ever shown on American television.

The system involved use of mobile units of the West German television system, of Granada and Associated Rediffusion of England and of the French television network and the translation of three different European television standards into the American standard. When the President landed at the Bonn airport, West German television cameras, using the 625-line standard, picked up his arrival, Chancellor Adenauer's welcome and the entire greeting ceremony. The signal went out by micro-wave relay through West Germany, across Belgium and over the English Channel to Dover, where a converter translated it into the British 405-line standard. It then traveled by British government micro-wave relay to London airport, where a video-tape unit converted the British signal into the American 525-line standard and produced a video-tape program ready for broadcast in the United States. The tape was then flown to New York by jet. At Idlewild Airport, a CBS News mobile tape unit was on hand, so that the tape could be put on the CBS Television Network as soon as the jet came

When the President visited France, a similar system was used, with the French 819-line system being converted in turn into the British and then the American standard.

These were technical feats. But their significance goes far beyond the merely technical. These advances-and others to come-will allow CBS News to add both speed and depth to its coverage

of overseas events. Next summer, for example, CBS News will be covering the Olympic Games in Rome in a series of special programs to be presented on the CBS Television Network. We expect to be able to broadcast many of the events on the day they occur through the combination of video tape. Eurovision relays and jet flight.

CBS News, by the way, is an associate member of Eurovision, and we are looking forward to the time when the present video tape link with this international network will be replaced by a live trans-Atlantic relay. Such a link is already technically feasible, and may become an operating reality within the next three to five years.

Another step toward increasing the flexibility and speed of television news coverage is the development of lighter and more portable equipment, enabling our reporters to get to more stories as they are breaking. Transistors and printed circuits have already made possible the miniaturization of some television equipment. Soon, we hope to have entire mobile units just a fraction of the present units in size and weight.

Technology is obviously important in a medium as physically complex as television news. But technical advances alone are only a small part of the story of the advance in this medium. The main story is that of editorial skills and techniques, of principles and procedures. The form and substance of television news as we know it today is the creation of hundreds of men of skill and judgment whose goal was to put this news vehicle to its most effective

The problem of fusing words and

picture into an effective news medium was not solved overnight. Early in the game, there was a tendency to be fascinated by moving pictures for their own sake. But this novelty wore off-for us as for the viewing public. And there gradually evolved the present approach to television news. Stated very brieflyit is that the idea comes first, the pictures come second. Both in our hard news and in our special reports, we decide first on what the story will be -and then see how best we can illustrate it. If there are no pictures that can help out, we go without pictures.

Thus, the emphasis in television news is on the reporters, the writers, the analysts, the creators. And it is these men who have given television news the maturity I claim for it.

The special attributes of the medium have given it its own place in the information picture. Television news is unmatched in providing realism, in conveying a "you are there" feeling to the news. It makes the viewer a spectatorif not a participant-in current history.

Television news is a medium for highlighting the news; it must select, condense and dramatize. A television news show is a front page. Every item is important. The script for an entire Doug Edwards show covering all the big news of the day would fill just about one column of newspaper space.

These special attributes have brought into being a new breed of journalist, the television newsman. The principles under which he operates are the same as those of any other journalist, and they are firmly based on the Sigma Delta Chi trinity of ideals of talent, energy and truth. But television news requires its own special aptitudes in addition to those it has in common with newspapers.

· A large part of our fraternity is made up of journalism undergraduates. Many of them undoubtedly considering going into television news. And since my job requires me to appraise the qualifications of people who work-or would like to work-for CBS News, I'd like to give these young people some idea of what kind of personnel we look for.

CBS News looks for a combination of both general aptitudes common to all media, and special aptitudes required by broadcasting. There is a difference between the special requirements of various news media. Many highly skilled newspapermen would be failures in television news, and-of

course-vice versa.

· Here are what I consider the requirements for a successful career in television news:

 Integrity—A deep concern for truth and an unshakeable honesty are indispensable requirements. There can be no substitute.

 Education—Whether obtained in college or on one's own, a good general education, with emphasis on history, literature, government, economics and the social sciences, provides a firm groundwork. College journalism courses are useful, but not essential.

3. Training—The best training for television news is a couple of years on the city side of a newspaper or a wire service. The emphasis on correct names, addresses, on speed and accuracy, and on digging hard for a story provide valuable discipline for a would-be broadcast journalist. This type of experience is harder to come by in broadcasting itself, and it is best to have obtained it in advance.

Awareness—A good "input" is essential to a good "output," in journalism as in hi-fi. Awareness, implying alertness and receptivity, means the newsman's antennae are in good working order.

5. Curiosity—An inquiring mind, a desire to seek out the "why" and "how" of happenings, and a "show-me" kind

of skepticism—all this adds up to the natural curiosity about people and events that should be part of the make-up of a good television newsman. For interpretive reporting, especially, this quality is most important.

6. Objectivity—The knack of leaving one's own feelings and convictions out of reporting is essential in any news medium. In television news, which carries added emotional impact because of its visual aspect, such objectivity is especially important, and more difficult to achieve.

7. Zeal—A television newsman should be endowed with a strong sense of mission. He must feel deeply his responsibility to seek out the truth and make it known. It is an intangible that can make for greatness.

8. Ingenuity—The ability to improvise, to make best use of available facilities, and to take advantage of breaks as they occur are useful assets in a medium as complex as television. On the local-station level especially, ingenuity frequently must take the place of facilities, budgets and personnel.

9. Introspection—The ability to be self-critical, to dig deeply into one's own motives, to appraise one's own performance objectively is a valuable asset.

It is the path to continuing improvement.

10. Stamina—Both on the physical and the mental side, staying power is indispensable. Work under great pressure for long periods can make brutal demands both on mind and body.

With this equipment, a young man entering television news can move ahead and acquire the special skills of the business.

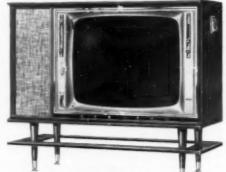
• What are these special skills? It seems to me that they can be summarized as the techniques of telling a complex story in the simplest and most concise way; of sensing the drama of news and communicating it through word and picture; of getting through to them; of providing interpretation and illumination for events of the day.

These skills cannot be acquired overnight. But certainly young people entering television news today will have an easier time of it than men who went through the first ten years of this medium. The principles, procedures and practices of television news are established, and its professional standards are clearly defined.

On this Admiral Silver Anniversary, we hail the Golden Anniversary of Sigma Delta Chi

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The Third Stage

(Continued from page 60)

annual convention conducted jointly with AASDI and support of the Journalism Quarterly (established in 1924 as the Bulletin), lay largely in committee enterprises whose purpose was to examine, illumine and, if possible, help solve journalism teaching problems. AASDJ put its efforts at first largely into accreditation procedures, cooperation with professional journalistic organizations, and eventually the development of a Council on Research in Journalism. Dissatisfaction with the accreditation system—some-times called "self-perpetuation," since AASDJ set up its own standards and acted as both judge and jury of applicants-and a feeling that a better method could be found led in the 1940s to two new organizations:

 "The American Council on Education for Journalism, a body organized jointly by AASDJ and professional journalistic organizations to plan and conduct an "independent" accrediting program; and the

American Society of Journalism School Administrators, composed of heads of schools and departments not members of AASDI.

Though ASJSA from its inception, in 1945, included many AATJ members, it did not meet with the other two organizations; indeed, its disapproval of the AASDJ-ACEJ method of accreditation meant that it was working toward different ends. Something less than friendly interrelationships existed in teaching ranks for some years. In 1950 -following long and sometimes painful exploration and planning-a new "overall" organization was arrived at: the Association for Education in Journalism. AATJ was discontinued; AEJ invited all collegiate teachers of journalism into its fold; and ASISA and AASDI became "coordinate members," all contributing to the support of the ACEJ accrediting program (though ASJSA enthusiasm has been tempered by the doubts and skepticism of some members) and to the Journalism Quarterly. The three societies have now held nine joint annual conventions.

 AEJ has functioned for a decade with little change in pattern. A tendency in many journalism schools toward departmentalization—putting education for news and editorial work, magazine work, advertising, management, radio and television, industrial and specialized journalism, public relations and research into a series of separate baskets—has meant a growing tendency toward specialization within the AEJ. The Council on Radio-TV Journalism was organized in 1945; the Council on Public Relations Education in 1957; the Council on Advertising this year. In other areas not dignified by "councils" there are specialized committees, often very active.

Re-examination of the overall organizational pattern is urged by some AEJ members, and it seems likely that some changes may occur within the next few years. Meantime, education for journalism continues to grow, in sheer numbers—membership in AEJ has passed 800, in AASDJ there are about fifty ACEJ-accredited schools and departments, and in ASJSA the number of institutions represented is fifty-six (ASJSA also offers individual memberships).

Total enrollment in schools and departments of journalism, however, is not rising as fast as are college and university enrollments in general. The peak enrollment (insofar as figures are accurate—they do not always include reports from all institutions, though they have tended toward greater inclusiveness and dependability in recent years) was in the fall of 1948, the height of the postwar rush. The AASDI members at that time reported 7,401 students of all kinds; other schools reported 2,966—total, 10,367.

• Journalism enrollments, moving downward after 1948, along with all college enrollments, reached a low of 4,720 in 1954. After that a gradual rise took them to about 6,000 students in 1957 and 1958. As in 1948, about three-fourths were in AASDJ schools, about one-fourth in other schools.

Though total enrollments were not rising, registration of graduate students continued to climb steadily—nearly 15 per cent of the 1958 total were candidates for master's and doctor's degrees.

The demand from employers, with a slight setback in the 1958 recession year, continued sharp. Most of the "leading" schools and departments reported opportunities for their graduates —in all fields of journalism, including broadcasting and advertising—from two to four times as heavy as the number of men and women available.

The cause of the lag in registrations is difficult to assign with assurance. Employer-acceptance of college journalism training as a job prerequisitethough there are still those who deny its validity-continues to become more general. Beginning salaries are higher than ever, and in some areas competitive with those in other fields that used to outrank them. Dr. George J. Kienzle of the Ohio State School of Journalism, in a study made last summer for the Associated Press Managing Editors Association, reported the belief that newspapers "are slowly losing the battle for the brightest of the bright young minds coming out of the colleges." Low wages and failure of newspapers to "sell" their work to employes were, he said, among major

- Others have described the causes of the decline in enrollment in terms like these:
- The fact that job opportunities are high and pay improving, is not widely known.
- The "glamor" that once drew young men and women to journalism is wearing off.
- 3. Security, including opportunities for well-paid, satisfying employment "in the future," appears to be doubtful

What of journalism education in the years ahead?

Journalism's Challenges

(Continued from page 13)

porters must each newspaper have on the same assignment?

There is a point at which the sheer mass of numbers does not produce better news. The competition to shoehorn the twice, thrice and ten-times told tales of identical coverage into fixed space budgets cannot be unlimited. Papers are operating with ruber staffs and iron chases. Sometimes it is just a plain waste of money and manpower. We may not be able to afford this always.

If there is to be better production and better work in the news room, we are going to have to have better people. Are we getting them? It is hard to make out a case that we are. Most of those who have experimented with intelligence tests and aptitude tests for the selection of newsroom personnel must have their doubts about the usefulness of these tools for the purpose of locating or identifying creative talent. At best, much more work needs to be done on them; at worst, perhaps they are un-

suited to this purpose. Where are the young men and women to solve all these problems to be found? One wonders.

• One of the healthier developments of our time is the increasingly critical attitude of readers toward newspapers. This is hopeful. Readers ought to contribute more to the shape of the press. The result when they really do make their muscle felt raises anew the question of whether we need in the United States something like the British Press Council to hear complaints about newspaper performance, to judge the merits of these complaints, to critize newspapers when the complaints are warranted, and to defend them when they are unwarranted. Such a tribunal would have its uses, even though it would be a far departure from the theory to which we have hitherto adhered-that the readers are the only safe judge of newspaper performance. Or perhaps it isn't. Perhaps it is only a way of formalizing the readers' participation.

When one thinks back over the relatively uniform pattern of newspaper ownership and management in the last

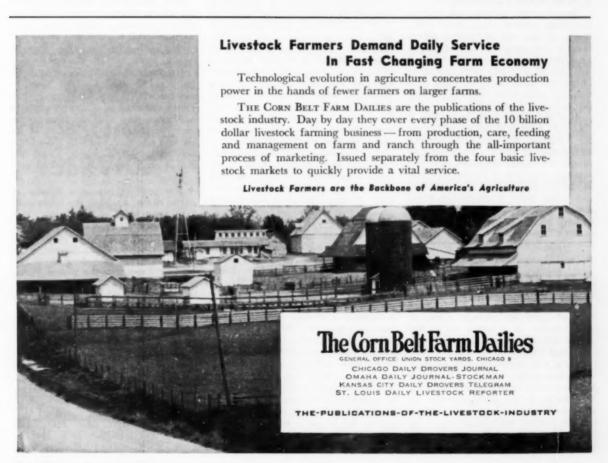
fifty years, one can hardly stifle the wish that there might be more experimentation in this field. The formula for the great mass media seems to be working all right. This may be the best way to put out the gigantic metropolitau newspapers and the mine-run of general circulation papers. But would our society not be enriched if we had more experiments in church-owned newspapers, in association-owned newspapers, or cooperatively-owned newspapers?

• There are literally thousands of communities growing up on the peripheries of our major cities that are in need of local newspapers to ventilate the problems of local government, to take sides in local political situations, and to contemplate the manifold problems of growing communities beset by all the difficulties of suburbia. Since many of these suburbs lack local commercial communities sufficient to furnish advertising support to sustain newspapers of the quality that these citizens have a right to ask, is it not time to experiment with other methods of organization?

• The ingenious devices of the National Geographic Society for sustaining the great periodical it produces suggests one way out. The information these communities require is not to be found in metropolitan newspapers. It cannot be supplied on a strictly commercial basis. It would be fine to see some alternative methods explored. Such publications would not take the place of newspapers as we know them, but they would perform functions vital to a democratic society and act besides as a logical channel to the larger press when general issues are involved.

Such communities cannot be without newspapers and the commercial risks of ordinary papers are too great to call forth conventional publications. A wider variety of publications of this kind would do the general newspapers good.

• It is not safe to say how the next few years and decades will be, for newspapers, but it is safe to say that they will not be boring. None of the challenges so evidently at hand will dismay newspapermen as long as they are matched by evidence that every day and month increases the public's need



to have more accurate information more speedily.

Ralph D. Casey, who retired last year as director of the Minnesota School of Journalism after more than forty years in education for journalism, made some prophecies:

"That education for journalism will continue its orientation toward understanding of the major currents of society—toward the social sciences, that is—as a fundamental pattern;

"That four-year programs will continue to move toward a five-year pattern; but that these will be programs combining professional and liberal arts education, not the 'icing on the cake' design putting all professional work in a fifth year;

"That solution of the problems of mass communications through greater understanding of the behavioral sciences will continue to demand that schools develop and make integral in journalism education both the methods and the products of communications research:

"That professional education for science writers will bulk larger in the work of schools of journalism."

Developments of the last twentyfive years support Dr. Casey's belief that more time will be spent in education for journalism, and that more content derived from responsible research will find its way into such education. Columbia's Pulitzer School went to a fifth-year program in 1935-a program that awarded master's degrees, after a year of specialized work, to holders of bachelor's degrees. A movement toward the combined five-year program-the kind described by Dr. Casey, bringing liberal and special education into one package-was slowed by the war; but in the last fifteen years it has gained speed, and today a number of major schools of journalism offer such a plan (usually leading to both bachelor's and master's degrees).

• Journalism education at the doctoral level, meanwhile, has become solidly established in a small number of schools. Missouri was the first to offer doctoral work in journalism; others held off until the postwar years, in part because of question as to the availability of substantial content for advanced work.

The rise of communications research as a widespread endeavor, however, has had much to do with resolution of this doubt. A few social scientists in such fields as sociology and political science became warmly interested in newspaper, radio and advertising research a quarter of a century ago.

Paul Lazarsfeld and Harold Lasswell were leaders of this type. In 1944 the University of Minnesota School of Journalism established the first journalism research department among the schools, with Ralph O. Nafziger (now of Wisconsin) as its director; since that time aggressive and effective research enterprises have grown up at a small number of journalism schools. Demand for journalism graduates with research training and experience has increased—Ph.D. and sometimes M.A. graduates go to advertising agencies, newspapers, broadcasting, magazines, commercial research agencies, and elsewhere.

• Most important from the point of view of journalism education, however, is that the work of the researchers has made possible deep enrichment of journalistic curricula. Though journalism is not and will never be an exact science, its practitioners now have available a large and growing body of exact or tested knowledge that did not exist twenty-five years ago. This, along with other apparent reasons, is a justification for the tendency to add a fifth year to professional preparation for journalism.

Blair Converse, head of the Department of Journalism at Iowa State College twenty years ago, declared in 1937 that journalism-and therefore education for journalism-had only some of the characteristics necessary to justify use of the term "professional." Professor Converse pointed out that journalism offers an essential service and an intellectual service . . . that on these scores it is professional. But he added that there existed no organized group capable of defining firm standards of behavior and of "chastising malpractice," and that educators could make no more than "a report of progress" toward development of an adequate system of selecting and training practitioners

I believe Professor Converse would be pleased with the further progress the educators have made since his time. But much of what he said in other directions could be said today. There is no more today than there was in 1937 a group that sets and enforces professional standards in any field of journalism. A number of groups have promulgated "codes of ethics"; behind none of them, however, is there either solid, dedicated practitioner acceptance or any sure method of enforcement.

 It seems unlikely that education for journalism will become fully professional ahead of the groups and occupations for which it is educating. In medicine and law, education is governed by accepted standards which have sanction not only from society, in the form of examinations and license systems, but also in codes of behavior widely observed and effectively enforced. None of the fields for which education for journalism prepares young men and women offers this assurance of recognition, approval and reward for performance at the highest social and ethical levels—and at these levels only.

It seems clear that the schools are in some ways more "professional" than the activities, the agencies, the vocational fields into which they channel their young human products . . . but that neither can claim to be entirely professional until the practitioners are ready to accept the responsibilities as well as the privileges of professionalism.

Television News

(Continued from page 43)

This unparalleled activity and commercial acceptance has had a very significant impact on my career. You might say that it has picked me up and hurled me two years into the future. It is 1961 so far as I am concerned.

Until recently I was serving as director of public affairs for CBS News. In this capacity, I supervised more than fifteen radio and television programs in addition to exercising executive control over four commercial programs. In addition, I was burdened with the administrative problems which haunt the trail of every broadcasting executive.

• But prior to becoming director of public affairs, I was in the business of developing ideas and concepts which later became producable television programs. I created and produced THE SEARCH, a television science series consisting of twenty-six visits to universities throughout the United States, and other similar series which have been regarded as helping set a pattern for the future.

After being named director of public affairs, I continued to place major emphasis on exploring new programming areas and, in short, doing everything I possibly could to advance the cause of serious actuality television. Some of the program titles emerging from these efforts include: ADVENTURE, AIR POWER, THE LAST WORD, FACE THE NATION, BEHIND THE NEWS WITH HOWARD K. SMITH, THE GREAT CHALLENGE, THE

WORLD OF IDEAS and HOFFA AND THE TEAMSTERS.

• My activities along these lines, coupled with indications earlier this year that the CBS News Division was about to embark on a stepped-up commercial schedule, led to a series of meetings between Sig Mickelson, general manager of CBS News, and myself. Mickelson agreed that while the immediate future was bright, there was a new need for active long-range thinking and planning. Nobody, we agreed, was devoting full time to thinking and planning for late 1960, early 1961, and, yes, even 1962, 3, 4 and 5.

Our meetings resulted in concrete action and on August 1, 1959, I gave up the post of director of public affairs for CBS News and signed a long-term contract with the CBS News Division, terms of which called for me to become program executive—creative projects. As a result, August 1 was the day I began living in the future.

It is now my pleasant and challenging task to perform in an area I know and love: creative planning.

I have been specifically charged not only with developing new ideas and program concepts, but also—and it's a big also—with seeing to it that these ideas and concepts will be attractive

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BEHIND THE BYLINE

Last August 1, Irving Gitlin gave up his position as director of public affairs for CBS News to take over a newly-created post in the organization called program executive—creative projects.

In this capacity, he is developing new ideas for what he calls "serious actuality" television programs suitable for commercial sponsorship.

Although he continues to have executive supervision over THE TWEN-TIETH CENTURY, CONQUEST and WOMAN!, his main concern is the planning of new TV projects to be presented during the 1960's. One will be a Civil War series next year commemorating the centennial of that event.

Since Gitlin joined CBS in 1946, he has written, produced and directed a variety of award-winning documentaries for both radio and television. Among them was THE SEARCH, which consisted of twenty-six visits to universities throughout the nation.

to sponsors without jeopardizing our integrity as the foremost news-gathering organization in the broadcasting industry.

While I continue executive supervision over THE TWENTIETH CENTURY, CONQUEST and WOMAN!, my main function is to think ahead; to plan, devise and present new specials and new series.

One project is set, however, and that is our 1960 Civil War series which will commemorate the centennial of that event and be produced with the advice of Bruce Catton and the cooperation of American Heritage.

But what is really important is not so much that I have ten projects going or that we will produce a Civil War series. It is simply that the CBS News Division and the CBS Television Network, in creating my new job, are obviously moving toward a major expansion in the commercial area of news and public affairs programming.

The day of looking on our informational programming as a necessary but financially unsound venture is fading both from a network and sponsor point of view.

• Instead, we have evaluated our current success as something that will continue to grow and, at the same time, be rewarding in both the programming and sales areas.

From where I sit—out here in 1961—the future looks bright indeed.

Ethics

(Continued from page 80)

But business has always lived like that, and newspapers can do no less.

Yet a single thought: the press professes the high calling of keeping people informed. No single journal has ever claimed complete success in this endeavor but there is a certain right-eousness in living up to one's pretensions. This duty toward the news—doing what you have undertaken to do and what people expect you to do by reason of your promises—that is a sort of ethical involvement.

Are newspapers printing enough news?

Worth Quoting

John N. Heiskell, publisher, Little Rock, Arkansas, Gazette-"The newspaper is unique among mankind's enterprises. It is an intellectual institution. Its appeal is to the mind. If it has proved its sincerity and integrity it has a conscience. If it has a conscience it has a soul. In its best form and functioning it can occupy a position held by no other agency that engages human energies and resources. Just as an individual may find his conscience put to test and trial, and his courage challenged, so a newspaper may have to make the crucial choice between the safe and easy way and the hard and hazardous course that is the line of duty."

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Year's Best Journalism Books

By ROBERT G. TRAUTMAN

N the world of journalism books, 1959 has proved a most outstanding year.

Those books published, however meager in number, have been important in theme, interesting in style and subject matter and, to be sure, diversified in nature.

There have been biographies and autobiographies (Harold Ross, Walter Lippmann, the Alsops); histories (The Christian Science Monitor, Sigma Delta Chi); anthologies (from the Pulitzer Frize files), and books of scholarship (a guide to critical writing, a look at newspaper-public relationships).

A journalist's tastes, by necessity, are catholic. Aside from what he writes about, which is everything, he is interested in his trade, its past, present and future, his colleagues and what they think, and, most certainly, what others think about him and his product. Whatever, of the more than 40 books reviewed in this magazine's Book Beat columns during the past year, there is something for everyone.

• In the field of history, Erwin D. Canham, editor of *The Christian Science Monitor*, reviews the first fifty years of that respected journal in "Commitment to Freedom." Mr. Canham, who has been associated with *The Monitor* for thirty-three years, tells with compassion and candor the newspaper's story from its founding by Mary Baker Eddy, through its pioneering in researching and publishing background news, to its present position as one of the world's most influential molders of opinion.

Another history, of a newspaper not as well known as *The Monitor* but nevertheless with a story every bit as interesting, is "Frontier Newspaper: The El Paso Times." In this book, John Middagh, a former El Paso newspaperman, notes that, among other things, a routine city-wide assignment for a *Times* reporter frequently turned out to be up-front war corresponding, matching wits with Pancho Villa, whose activities across the Rio Grande often included incursions into El Paso.

• In "Fifty Years for Freedom," Charles C. Clayton, former St. Louis newspaperman and now editor of The Quill, tells the story of Sigma Delta Chi's half century of progress; how the fraternity, formed by ten university

students in 1909, has developed into a professional association of more than 17,000 members extending influence throughout the world.

One of the most readable books to come out during the year was "The Years With Ross," James Thurber's light and informative account of the world of Harold Ross, founder and for twenty-six years editor of The New Yorker. Thurber's story is marvelously told; often humorous, mostly affectionate and always revealing; but upon finishing it, it's difficult to know whether you've read about Ross or Thurber. But, what difference. It's a delightful flight into the strange, literary, tongue-in-cheek interior of two interesting men and an equally interesting magazine.

Some world-wide opinions of the respected columnist of The New York Herald Tribune, Walter Lippmann, are contained in a book edited by two other columnists, Marquis Childs and James Reston. "Walter Lippmann and His Times" is a tribute to and an analysis of Mr. Lippmann on his seventieth birthday and includes contributions by George F. Kennan, Allan Nevins, Reinhold Niebuhr and Arthur M. Schlesinger Jr.

Probably one of the most important books to be published during the year was Douglass Cater's hard, penetrating and scholarly look at the role of the press in the functioning of the national government. In "The Fourth Branch of Government," the author takes the reader through the sometimes haphazard land of government-press relations, analyzes what the government should do and what the press should do and how it all effects the efficient operations of government. The book should be read not only by every journalist, but also by anyone who relies on the mass media for his news.

Other books of note dealing with the academic side of journalism, include "Critical Writing for the Journalist," a guide to reviewing for publications the fine and not-so-fine arts, by Roland E. Wolseley, and "The Newspaper and Its Public," an outline by which the public's attitude toward a newspaper can be gauged, by James E. Brinton, Chilton E. Bush and Thomas Newell.

Three anthologies have been published this year which merit attention: "The Pulitzer Prize Story," edited, with commentaries, by John Hohenberg, is a

compilation of some of the outstanding articles, cartoons and photographs honored by the Pulitzer Prize board; "The Lines Are Drawn" contains the Pulitzer Prize-winning cartoons since 1922, and some critical comment by Gerald W. Johnson, and "Herblock's Special for Today" is Herbert Block's latest collection of editorial cartoons, plus lucid background commentary by the artist.

Other books of a journalistic nature which appeared during 1959, and which are well worth taking a look at, include: "The Great EB," about the Encyclopaedia Britannica, by Herman Kogan; "Shrdlu: An Affectionate Chronicle," about the National Press Club in Washington, edited by John P. Cos-grove; "More Than Meets the Eye," thoughts by a veteran Life magazine photographer, Carl Mydans; "High Tension," Hugh Baillie's recollections of his years with the *United Press*; "The Reporter's Trade," philosophy, anecdotes and columns by Joseph and Stewart Alsop; "The Sugar Pill," an account of some newspapers and how they make the news sweet and palatable, by T. S. Matthews; "The Waist-High Culture," by Thomas Griffith; "The What, Why and How of Communications," by John E. Drewry, and 'Iournalism Tomorrow," by Wesley C. Clark.

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The Book Beat

Mind Stretchers

HE writings of Erich Fromm—psychologist, historian, sociologist, and a man absorbed in life—are stretchers of the mind, and heart. To share his thinking, as found between the covers of his several books, is a stimulating experience. The serious reader will finish with a better understanding of himself and his society.

In "Escape From Freedom" (Rinehart & Co., Inc., New York, \$3.75) he looks at freedom from many angles in history and in the several arts and sciences. He finds that only a few can exercise individual initiative today, that the whole personality can become free only as does society as a whole, on the basis of rational and concerted effort and by decentralization. Man today must master his society and subordinate the economic machine to overcome his present despair—his aloneness and feeling of powerlessness.

"Man does not suffer so much from poverty today as he suffers from the fact that he has become a cog in a large machine, an automaton, that his life has become empty and lost its meaning," Fromm writes. His "The Forgotten Language" (\$3.75) is an introduction into the understanding of symbolic language—dreams, fairy tales, and myths—while his "Man for Himself" (3.75) is an inquiry into the psychology of ethics.

-D. WAYNE ROWLAND

Good Background

THE Pulitzer prize winning editor of the Greenville, Mississippi, Delta Democrat and Times, Hodding Carter, tells the story of post-Civil War Reconstruction in the South in "The Angry Scar" (Doubleday & Company, New York, \$5.95). The book, latest in Doubleday's Mainstream of America series, is good background for a better understanding of school integration and civil rights problems today.

Carter, a forceful moderate spokesman, calls his book "an interpretive synthesis of a considerable body of writing on Reconstruction." He concludes that it is almost as unfortunate for our nation "that the North has remembered so little of Reconstruction as that the South has remembered so much."

Let Americans—North and South and in-between—read this book for their own understanding and thereby the nation's benefit.

-D. WAYNE ROWLAND

"The SIGMA DELTA CHI Story"

By

William Meharry Glenn, Cofounder, DePauw University, 1909

208 pages; cloth cover; jacket; 6 x 9 page; 78 full page engravings of historical data, memo; 32 presidents' pictures, messages; limited autographed privately printed edition. \$1.16.

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On this Golden Anniversary, we salute Sigma Delta Chi and its members on their half-century of service in the finest traditions of the journalistic profession.

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The Book Beat

Missouri Gal

OR Mary Margaret McBride, the road between college and professional success was short. Miss McBride left the University of Missouri a naive girl, and not more than ten years later reached the pinnacle of her career: top "sob-sister" on the old New York Mail, and a \$40,000-a-year magazine writer.

Miss McBride's meteoric rise is most certainly filled with interest, and excitement, but her autobiography, "A Long Way From Missouri" (G. P. Putnam's Sons, New York, \$3.75), tends somewhat to obscure this.

The book deals too much with such things as how many times the author cried when a news source turned down her request for an interview, and her incessant hero-worshipping of celebrities, and touches far too fleetingly on those things of real substance: the reactions of a young girl from the Middle West faced with the impersonality of a big city, and the experiences of a woman entering journalism, then predominantly a man's field.

-ROBERT G. TRAUTMAN

House Organs

PRACTICAL suggestions for improving employe communications are offered in this "how-others-have-doneit" looseleaf book "Effective Communication in Company Publications" (Bureau of National Affairs, Inc., Washington, D. C., \$14.75). The participating editors include some of the top men and women in this field who have supplied material from their own experience. There is a helpful guide for a basic reference library for company publication editors.

News Texts

THREE reporting texts are recently off the press-two of them new and the third an excellent book now in its third printing. In "Reporting the News" by Phillip H. Ault and Edwin Emery (Dodd, Mead & Co., New York), the authors have put much of their emphasis on the gathering of news, although there are the standard chapters on news writing. Ault is executive editor of the Associated Desert Newspapers of California and Dr. Emery is a professor of journalism at the University of Minnesota.

Another University of Minnesota

professor, Mitchell V. Charnley, has written "**Reporting**" (Henry Holt & Co., New York, \$4.75). This text also stresses reporting. It has an interesting format, with running comment on many pages by the author, and has practical chapters on investigative reporting, interpretative writing and responsibilities of the press.

The third text "Modern News Reporting" by Carl Warren (Harper & Bros., New York, \$5.50) is the third edition of a text first published in 1934. The new edition has been expanded and much of the material is new. The author is an instructor in the Medill School of Journalism at Northwestern University. While all three books are intended primarily for college classes, they will be of interest to the working press as well.-C.C.C.

The UN Charter

JUST about every problem a writer could expect to encounter in treating the subject is covered in "A History of the United Nations Charter" by Ruth B. Russell and Jeanette E. Muther (The Brookings Institution, Washington, \$10), a huge volume which treats specifically with the role of the United States in shaping the world organiza-

Each of this book's six parts is a volume in itself, treating respectively American perspectives in the postwar world, American preparations for Dumbarton Oaks, American preparations for San Francisco, the San Francisco Conference, and ratification of the charter by the United States. The appendix, a veritable mine of reference material. contains the text of the Atlantic Charter, Declaration by the United Nations, Covenant of the League of Nations. Charter of the United Nations and the texts of many other important documents.

-HOWARD RUSK LONG

Latin Press

OR serious students of the international press Marvin Alisky's "Latin American Journalism Bibliography," (Fondo de Publicidad Interamericana, Mexico City, \$1), is an important contribution. It is to be hoped that Professor Alisky will find a way to keep this small volume in print and to update it at appropriate intervals.

-H. R. L.

Social Forces

THE overwhelming responsibility of the journalist is to "keep up" as best he can if he is to understand the environment he would report and interpret. A new book, intended as a text for a college course in social problems, is an example of the sort of thing the journalist should seek out and read, to learn and to take inventory of his knowledge and limitations in certain

"Major Social Forces" (Row Peterson & Co., Evanston, Illinois, \$6.50), by Earl Robb and Gertrude Jaeger Selznick analyzes the seven major social problems in America-juvenile delinquency, crime, group prejudice, control and assimilation of immigration, family disintegration, the problems of education, and the problems of dependency. Within these areas problems are analyzed incisively, fairly, and impartially. Charts, diagrams, photographs and maps are used generously.

This book is recommended to reporters and editorial writers. The thirty-two adapted readings, by recognized experts and critics, add an extra nunch.

-D. WAYNE ROWLAND

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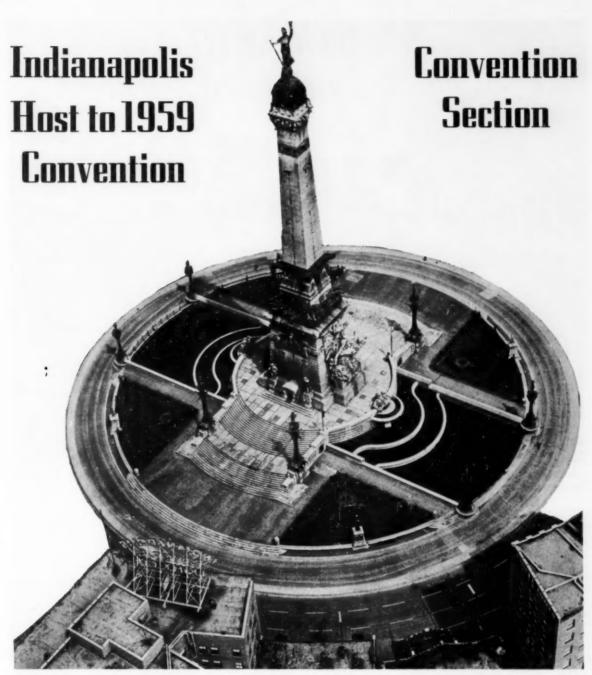
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Looking down on Monument Circle in the heart of downtown Indianapolis. One of the sights visitors to Sigma Delta Chi's fiftieth anniversary convention will see.

By HERM ALBRIGHT

DELEGATES to the Fiftieth Anniversary Convention of Sigma Delta Chi in Indianapolis November 11-14 will really be in the center of things. For the Hoosier capital city, located almost in the exact center of the state, is undergoing the greatest modernization program in its history.

With the help of planning commissions and "Greater Indianapolis" groups, the city is making tremendous strides toward creating a "new look." It is building, rebuilding, and replacing old, slum-like structures with streamlined parking lots and new office buildings. In the planning stages are a new city-

county office building, new motels, more modern, suburban shopping centers and even a zoo.

It is appropriate that a city "on the move" should host Sigma Delta Chi's national meeting—at a time when the fraternity is looking forward to another fifty years of service.



Indianapolis is an interesting city. This view shows a Memorial Day ceremony at the Memorial Parade Grounds in the downtown area.

Indianapolis—larger than any state capital city except Boston—is the biggest city in the Hoosier state as well as its industrial, wholesale and retail center. One of every ten Hoosiers dwell in Indianapolis—more than 460,000 persons

More than two million customers—according to the Chamber of Commerce—reside within an hour's ride of the city and an estimated twenty per cent of its regularly employed workers commute daily by automobile.

From chapters throughout the United States will come Sigma Delta Chis to the "Crossroads of America." The Indianapolis Union Railroad has seventy-six miles of track connecting six railroads entering the city since hundreds of industries require switching service. Three-fourths of all transcontinental motorists in the United States use one of the six federal highways passing through the city. Furthermore, Indianapolis has six airlines and 142 motor truck lines.

Some 130 years ago Indianapolis was a lone log cabin in a virgin forest after settlers, in the spring of 1820, set up housekeeping near the fork of Fall Creek and White River. The settlement grew rapidly. At a meeting at Corydon,

BEHIND THE BYLINE

Although Herm Albright was graduated from Butler University only last June, he already is editor of two weekly newspapers published in Indianapolis.

One is the Beamrider, official publication of the United States Naval Avionics Facility, and the other is the Perry County Weekly, a community newspaper published in the Beech Grove suburb.

While a student, he was on the staff of the *Butler Collegian*, which he edited during his senior year. He also served as president of his Sigma Delta Chi chapter.

Before attending college, Albright served four years with the Navy. He is married and has one child. territorial capital of southern Indiana, the first General Assembly gave Governor Jonathan Jennings and a commission of ten men power to select a permanent site for the state capital. Jennings urged a site as near the center of the state territory as possible. Several names were suggested, but the name prompted by Jeremiah Sullivan, judge of the Supreme Court, was accepted with little opposition: Indiana plus "polis," Greek for "city."

The first Hoosier newspaper, the Gazette, appeared in 1822, and in 1825 the Legislature held its first session in the new capital. The National Road was cut through Indianapolis in 1830 and six years later the town was incorporated. In February, 1847, the first steam train entered the city on the Madison Road, an event which foreshadowed the city's development as a great railroad center.

The Gazette was an irregular weekly, dependent on the mud of the cow paths for its news, and appearing as it found opportunity. Indiana now has

(Turn to page 103)

Indiana's Three Well **Known Cartoonists**

By IRVING DILLIARD

Sigma Delta Chi, Indiana is a lot of things that are richly American. Indiana is:

Candlelight gleaming through the sycamores and the smell of new-mown hay along the Wabash.

Underdog Purdue's Boilermakers breaking the long winning streak of Notre Dame on the football field.

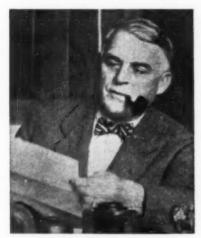
A magnificent array of state parks from Turkey Run to Spring Mill, beautiful in every season.

"Tippecanoe" William Henry Harrison, Daniel Voorhees, Albert J. Beveridge, Tom Taggart, Sam Ralston, Jim Watson, Henry Shricker and Wendell L. Willkie and their knock down and drag out political battles.

· Vice President Thomas Riley Marshall and his classic remark: "What the country needs is a good five-cent cigar."

Booth Tarkington and Penrod; George Ade and the Fables in Slang: Gene Stratton Porter and the Girl of the Limberlost; Lew Wallace and Ben-Hur; Meredith Nicholson and the Valley of Democracy; Charles A. Beard and the Rise of American Civilization; James Whitcomb Riley at the Old Swimmin' Hole.

Indiana is notably also the state of



FRANK McKINNEY HUBBARD Sept. 1, 1868 Dec. 26, 1930

ESIDES being the birthplace of three of the most beloved cartoonists in the history of American daily journalism—John T. McCutcheon, Gaar Williams and Kin Hubbard. McCutcheon and Williams were native Hoosiers. Kin Hubbard first saw light of day in Ohio. But as a young man he repaired that mistake. He became as much a part of Indiana as Brown County which he peopled with rural philosopher Abe Martin and wise Abe's famous neighbors from the persimmon dotted hills down around Nashville, Bean Blossom, Bear Wallow and Gnaw Bone.

> · All three enjoyed life and drew their human interest cartoons and caricatures at more or less the same time. All had similar boyhood experiences. All three had the common touch that makes all mankind kin.

> Frank McKinney Hubbard, to give Kin Hubbard his full name, comes first in time and perhaps he belongs in first place among the three for his unique contribution to native American humor. He was born Sept. 1, 1868 in Bellefontaine, O. He attended public school there and learned the printing trade in his father's shop. His interest in humor and funny characters showed itself when as a youth he earned himself some little notice as the producer of minstrel shows.

• At the age of 23 he went to work on the Indianapolis News as a police reporter and artist, for he had taught himself sketching, a talent much in demand on newspapers in the 1890s. His work on the Indianapolis News was broken by hitches on the Cincinnati Commercial Tribune and the Mansfield (Ohio) News. Then in 1901 he returned to the Indianapolis News and it was his newspaper home until his death, Dec. 26,

The year 1904 was Kin Hubbard's turning point. While touring Indiana on a political campaign train, he made sketches of rustic characters, one of which was printed in the News, November 16, 1904. Under the sketch was a humorous comment of two sentences which the artist wrote.

Fortunately the Indianapolis News



IRVING DILLIARD

had an editor at the time who saw the possibilities. He urged Hubbard to prepare a series. The first of these appeared Dec. 31, 1904 and Abe Martin was born for that was the name which Hubbard gave to his gangling rural commentator. The drawings were purposely crude and simple things like a rail fence or a cow or a crossroads store or a railroad water tank were all the scenery needed.

• For a quarter of a century Kin Hubbard, through Abe Martin and the other Brown County folks, Lafe Bud, Ez Pash, Ike Moon, Miss Fawn Lippicut, Wash Pusey, Uncle Niles Turner, Miss Tawney Apple, Elmer Moots, Pinky Kerr, Constable Newt Plum, had their say on just about everything that went on in the world.

Here are Abe Martin sayings which only suggest the wide range of his wit and wisdom:

'Some girls er born with big feet an' others wear white shoes.'

"Th' blamdest sensation is havin' a doorknob come off in your hand."

'Women used t' horsewhip betrayers instead o' shootin' 'em.'

"Those who have seen Steve Moots' second wife say she kin be repainted t' look all right."

"Very often th' quiet feller has said all he knows.

"It's purty hard t' be efficient without bein' obnoxious."

"Stew Nugent has decided to go t' work till he kin find somethin' better."

"Who recalls th' ole-time grocery with ever'thin' uncovered an' exposed, an' a big maltese cat asleep in th' prunes?"

"Take th' annual banquet away from th' average organization an' ther hain't nothin' left."

● Abe Martin and his friends began to appear in book form in 1906 and continued until 1929 in more or less annual collections of drawings and wisecracks. In time these became collectors items. Will Rogers said of Kin Hubbard: "No man in our generation was within a mile of him." One Abe Martin anthology appeared in England.

Kin Hubbard's wife was Josephine Jackson of Indianapolis and they were the parents of Thomas and Virginia Hubbard. His hobby was gardening and it was impossible to get him to go on lecture tours although he had many requests for talks and addresses.

• Next in time comes John Tinny Mc-Cutcheon, whose cartoons were for many years a front page feature of the Chicago Tribune, one of which won the Pulitzer Prize for cartooning in 1931. That cartoon showed the ability of Mc-Cutcheon to get close to the human heart. Entitled, "A Wise Economist Asks a Question," it pictured a man in his shirtsleeves on a park bench labeled "Victim of a Bank Failure." A squirrel asks him: "But why didn't you save some money for the future when times were good?" The dejected man replies: "I did."

McCutcheon, brother of the author of the "Graustark" novels, George Barr McCutcheon, was born May 6, 1870



GAAR CAMPBELL WILLIAMS Dec. 12, 1880 June 15, 1935

O, SAY, CAN YOU SEE-

Reprinted from The Tribune's collection of Gaar Williams cortoons



Reprinted by permission of Chicago Tribune

Typical human interest cartoon drawn by Gaar Williams.

on a farm near South Raub, Ind. He was graduated from Purdue University in 1889 and then went to Chicago to seek his fortune. On the old Chicago Record, he joined forces with another young Hoosier, George Ade. McCutcheon began to draw cartoons in the McKinley-Bryan campaign of 1896. He sat on the platform and sketched from life as the Great Commoner made his historic Cross of Gold speech.

• In 1903 McCutcheon joined the Chicago *Tribune* and thereafter was both foreign and war correspondent as well as cartoonist. His most famous drawing, "Injun Summer," was drawn in 1907. It has appeared each autumn in the *Tribune* since 1912. It shows an old man at the edge of a cornfield telling a little boy that the falling leaves are really the Red Men coming back to their old hunting grounds. As he talks the October dusk turns the corn shocks into wigwams and the painted leaves into Indians that dance their way back to the smoke column of a camp fire.

McCutcheon created a rural area, Bird Center, and it became a real place, much as Kin Hubbard's Abe Martin neighborhood. Lop-eared dogs and country boys were favorite subjects of the Chicago *Tribune* cartoonist. He was married to Evelyn Shaw and they were the parents of three sons, John T. Jr., Shaw and George Barr McCutcheon. He died in his home in Lake Forest, (*Turn to page 102*)

BEHIND THE BYLINE

Since 1927 Irving Dilliard has been a member of the staff of the St. Louis, Missouri, Post-Dispatch. After three years as a reporter he became an editorial writer and from 1949 to 1957 he was editor of the editorial page. During World War II he was on the staff of Supreme Headquarters of the Allied Expeditionary Force with the rank of major. In 1945-1946 he was military governor of Bavaria. He is a member of the Legion of Honor of France. He is the author of "I'm From Missouri," "The Spirit of Liberty" and a number of magazine articles. He served as national president of Sigma Delta Chi in 1940-1941 and was national president of Alpha Kappa Lambda in 1936-1938. He is a Fellow of Sigma Delta Chi.

Fine Program for Sigma Delta Chi's Fiftieth Anniversary Convention

SIGMA Delta Chi's 50 years of service to American journalism will be highlighted at the Indianapolis anniversary convention by one of the greatest arrays of personalities ever to attend an SDX convention.

Programs diversified to interest brothers from the newest initiate to the oldest member are planned for the November 11-14 meetings in the Clay-

nool Hotel

Vice President Richard M. Nixon will headline the speakers. Nixon's talk will conclude the convention at the closing banquet sponsored by Sigma Delta Chi.

• Nixon will be introduced by his friend, Eugene C. Pulliam, 1959 honorary president and convention host. Pulliam, publisher of the Indianapolis Star and the Indianapolis News and six other newspapers in Indiana and Arizona, was one of 10 DePauw University undergraduates who founded Sigma Delta Chi in 1909.

Separate meetings are planned for undergraduate and professional members so that they may obtain new ideas at these "working" sessions.

Longest trip away from the Claypool will be a one-day visit to the DePauw campus on Friday, November 13. The group will return in late afternoon and a reception and buffet dinner will be held at the spacious Indiana Roof Ballroom a few yards away from the hotel.

• To complete the evening the Wall Street Journal will host a dance for all convention visitors.

Coeds from DePauw and Butler universities will serve as "dates" for the undergraduates at the party. A "date bureau" will be set up at the registration desk on the convention's opening days.

Other visits will be to the "Powerama" at Allison Division of General Motors Corporation in Speedway, Indiana. The exhibit displays a history of power.

On the same day the Indianapolis Motor Speedway has arranged an extensive visit to the world's greatest race track. To highlight the visit, the Firestone Tire Company racing division will stage a mock race with actual "500" cars. Rodger Ward, 1959 Speedway winner and national racing champion, will drive in the demonstration.

The complete program follows:

WEDNESDAY, November 11, 1959

9:00 a.m. Annual Executive Council Meeting-Parlor T.

9:00 a.m. Registration Opens. Desk open all day.

6:00 p.m. Cocktail party and dinner for delegates, visitors and their wives—Riley Room, Claypool Hotel.

Sponsored by the Indianapolis Star and the Indianapolis News.

Host: Eugene C. Pulliam, publisher and Fraternity founder.

THURSDAY, November 12, 1959

9:00 a.m.

to

6:00 p.m. Registration in lobby.

9:00 a.m. Opening business session—Assembly Room.

Committee assignments and

meeting rooms:

Credentials—Parlor D. Sergeant-at-Arms and Headquarters Room—Parlor E. Fraternity Theme—English Room.

Nominating—Empire Room. By-Laws—Parlor T.

Resolutions—Parlor S.
SDX News Room—Louis

XIV Room. Exhibits—Benjamin Franklin Room.

Hospitality Room—Host: Star and News.

12:00 noon Luncheon—Riley Room. Sponsor: Bobbs-Merrill Company, Inc., Publishers. Speaker David Brinkley, News Commentator, National Broad-

casting Company.
Presiding: E. W. Scripps II,
Scripps-Howard Newspapers,

Inc.
Welcome: Hon. Charles H.
Boswell, Mayor, City of Indianapolis.

2:00 p.m. "In 50 Years, What?"—Vincent S. Jones, Executive Editor, Gannett Newspapers—Assembly Room.

Presiding: Robert M. White

II, President and Editor, New York Herald-Tribune.

3:30 p.m. Joint Chapter Session. Panel Discussion. Prof. Maynard Hicks, Associate Professor of Journalism, Washington State University.

Prof. Harold Nelson, School of Journalism, University of Wisconsin.

Ralph Renick, Vice President, Station WTVJ, Miami,

Don Carter, The Wall Street Journal.

Presiding: Edward Lindsay, Editor, Lindsay-Schaub Newspapers, Decatur, Illinois.

6:00 p.m. Dinner at Sheraton-Lincoln Hotel.

Sponsor: The Indianapolis *Times*. Host: Walter C. Leckrone, Editor.

Presiding: V. M. Newton Jr.,
Managing Editor, The Tampa *Tribune*.

9:30 p.m. Showing of Warner Bros. Film "30" at the Indiana Theater. Special Guest: Jack Webb.

FRIDAY, November 13, 1959

7:30 a.m. Breakfast, Riley Room.
Past Presidents' Breakfast.
Presiding: Buren McCormack,
Vice President and Editor, The
Wall Street Journal.

9:30 a.m. Board buses to DePauw University.

11:00 a.m. Welcome to DePauw by Pres.
Russell J. Humbert, DePauw
University Student Union
Building.
Separate meetings for undergraduates and professionals.

Professional: Panel discussing
"Freedom of Information."
Alvin E. Austin, Department
of Journalism, University of

North Dakota. Robert B. Allen Jr., Managing Editor, Cushing (Okla.) Citizen.

Eugene S. Pulliam, Managing Editor, The Indianapolis News.

1:00 p.m. Luncheon: Bowman Memorial Gymnasium.

Sponsor: DePauw University. Speaker: Laurence Scott, Publisher, Manchester (England) Guardian.

Presiding: Bernard Kilgore, President, The Wall Street Journal. 2:00 p.m. Ladies' Tea and Fashion Show, Indianapolis Press Club. Sponsor: L. S. Ayres & Co., Indianapolis.

2:30 p.m. Combined meeting of undergraduates and professionals in Meharry Hall. Speaker: Lee A White, 1920-21 President, Detroit News (retired). Presiding: Robert J. Cavagnaro, General Executive, The Associated Press.

3:30 p.m. Model initiation and Service of Remembrance by DePauw University undergraduate

chapter.

4:15 p.m. Board buses to Indianapolis. 6:00 p.m. No Host cocktail hour-Mezzanine, Claypool Hotel.

7:00 p.m. Annual Banquet-Riley Room. Sponsor: Sigma Delta Chi.

Speaker: Vice President Richard M. Nixon.

Presiding: James A. Byron, president, News Director, WBAP, AM-TV, Fort Worth, Texas.

Sponsor: Wall Street Journal.

SATURDAY, November 14, 1959

8:00 a.m. Breakfast, Florentine Room. 9:00 a.m. Final business session, Assem-

bly Room.

11:30 a.m. OPTIONAL.

Board buses to Allison Div. General Motors Corp. and The Indianapolis Motor Speedway. Lunch at Allison's.

Sponsor: Allison's.

Presiding: Eugene S. Pulliam, Managing Editor, The Indianapolis News.

Guest speaker: Rodger Ward.

1959 Indianapolis 500-Mile Champion and national racing champion.

Tour of Allison's "Powerama." Tour of Speedway track, museum, garage areas and all other facilities. Watch mock race.

Sponsor: Firestone Tire Company.

4:00 p.m. Board buses to return to Claypool Hotel.

6:00 p.m. Cocktail hour and buffet at Indiana Theatre Building.

8:30 p.m. Music starts. Vic Knight Orchestra.

CONVENTION ENDS

SUNDAY, November 15, 1959

9:00 a.m. Executive Council breakfast-Louis XIV Room.

Visitors Are Welcome at Press Club

By TED KNAP

O visitors who praise the decor of our new Indianapolis Press Club ("Best we've ever seen," they say), we usually acknowledge the compliment with this comment:

Yeah, and to think we started out in a basement below Mike Hanrahan's

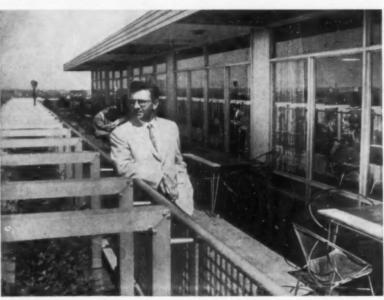
This gives the impression we have come a long way-from a basement to the ninth floor penthouse of a new building, looking down on the State-

house-with a patio, yet.

Honestly, we haven't come that far, and thank goodness. More than half the men who started the Indianapolis Press. Club in Hanrahan's basement twenty-five years ago are still with us. They still play the same old poker, drink the same old drinks (at higher prices, unfortunately, but still the low-est in town), and still talk the same old

shop talk (mostly pro-m.e., anti-m.e.).

As ex-President Fremont Power put it, "Long may it be the home of the hearty belch, the inside straight and the unnoticed VIP.'



Ted Knap, President of the Indianapolis Press Club, looks over the downtown skyline from the club's penthouse patio.

With that clearly understood, the Indianapolis Press Club invites all Sigma Delta Chi members attending the national convention to use our facilities fully and freely. We are located one block from the Claypool Hotel, convention headquarters. Press Club guest cards will be issued to all SDX dele-

Primarily, we are a luncheon-and-relaxing club. We also stage several major events a year (for money as well as fun)-the Gridiron, Front Page Ball and Gambling Night. We have monthly Saturday night parties, for fun not

Occasionally we are even athletic. Word of our annual golf tournament would have unraveled H. L. Mencken, who wrote, "The idea of a newspaper reporter with any self-respect playing golf is to me almost inconceivable.

The Press Club constitution lists these objectives:

"To promote social enjoyment and fellowship among its members, and to encourage and foster the ethical standards of the newspaper profession."

Toward that latter end, we award two or three scholarships a year, totaling \$1,400 to \$2,100. And this year we plan to give best-story awards, totaling

Don't get the idea we have turned do-gooder. Our shoes may be polished, but we're still the same old scoundrels we were under Hanrahan's saloon. If you don't believe us, ask any of the Governors we've insulted.

Welcome to SDX From Indiana's Governor

By HAROLD W. HANDLEY

N Indiana's state government the open door for news media really means the open door.

Not only does the law of Indiana prescribe this policy, but it also is my invariable practice to make sure that it is actually in effect. We welcome the help of inquiring reporters. There is no other way to conduct the people's business effectively, economically and honestly.

For this reason—and because of my personal regard for the vital role that is played each day by the press and radio—I am particularly happy that the Golden Jubilee Convention of Sigma Delta Chi will be held in Indiana.

• The lamp of Sigma Delta Chi first was lighted on Hoosier soil—at DePauw University. Indiana journalism has always cherished the ideals which were incorporated into the Sigma Delta Chi creed. It is, therefore, most fitting and proper that this memorable milestone of such a sturdy professional organization should be marked at a convention in Indiana.

Needless to say, everyone attending this Fiftieth Convention will be most welcome. You will be visiting the beautiful rolling hills of southern Indiana in all of their autumnal glory. And if you drop in on us at the Indiana Statehouse, you will find that your precepts are our practice. Any reporter who has covered the capitol in these last three years can attest to this fact.

• In 1953, when I was the presiding officer in the Indiana Senate as the lieutenant governor, the state legislature enacted a far-reaching anti-secrecy act. As it has been scrupulously observed by this administration, it makes available all public records, all committee and commission meetings except occasional executive sessions, and all legislative sessions to any accredited representative of communications media.

As the governor, I hold frequent news conferences. No questions are submitted in advance. It is a free-forall question-and-answer procedure which I thoroughly enjoy, which I believe helps keep me aware of the public's pulse, and which has frequently been productive of consequential and interesting news.

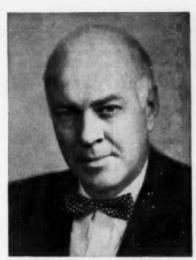
Moreover—and to me this is as important as the news conferences—any reporter will find me quickly available at almost any hour of the day or night. I regard every reporter on the Statehouse beat as a personal friend and an invaluable helper.

Indiana has a magnificent record of low-cost, yet adequate, state government. We have no state debt. We have retained home rule at the local community level wherever possible, including neighborhood control of the public schools. Forty-two per cent of the present state budget consists of direct rebates to local units of government for their own individualized expenditure and administration.

• We feel that as long as this decentralization exists—and it is in complete contrast with the constant enlargement of the superstate in Washington—that the people of Indiana will continue to be the masters of their own destinies. Their tax rates will still be among the lowest in the nation. The Hoosier state will continue to lead all other states in per capita industrial plant expansion, which means good jobs instead of doles for our citizens.

But complete freedom of information about their government is essential to the existence and the prosperity of the citizens of a republic. We are trying, by daily example, to prove that things would be a lot different in Washington—and our federal taxes would be a lot lower—if the federal government were taken away from the bureaucrats and given back to the American people.

We wish for you a memorable, an enjoyable and an inspirational convention. Never let stagnation, hesitancy or indecision destroy what Sigma Delta Chi has done these first fifty years.



GOV. HAROLD W. HANDLEY

Pilgrimage Planned To DePauw

ELEBRATING the 50th anniversary of its founding on the De-Pauw University campus in 1909, Sigma Delta Chi will make a pilgrimage to its birthplace in Greencastle, Ind., on Friday, November 13.

An estimated 600 undergraduates

An estimated 600 undergraduates and professional members of the national journalism fraternity will make the 40-mile bus trip from Indianapolis, arriving in mid-morning and leaving in late afternoon.

Following a welcoming address by President Russell J. Humbert, delegates will spend the remainder of the morning in regular convention sessions.

At noon DePauw will sponsor a special luncheon in Bowman Gymnasium, where the featured speaker will be Lawrence Scott, publisher of the world-famed Manchester Guardian.

Highlights of the afternoon program in Meharry Hall will be a model ritual, presented by members of DePauw's undergraduate chapter, and a service of remembrance.

Among those who tentatively will be initiated on the Meharry stage are John Hay Whitney, former U. S. ambassador to England and new publisher of the New York Herald-Tribune; William

Nichols, editor of *This Week* magazine; and Scott. Others will include DePauw undergraduates and Indiana newsmen.

A principal participant in the convention will be Eugene C. Pulliam, one of the fraternity's 10 founders and honorary national president for 1959. He is publisher of the Indianapolis Star, the Indianapolis News, and other newspapers.

• Also planning to attend are the three other living founders—William Glenn of Orlando, Fla., first president of the DePauw chapter and retired Florida editor; Paul Riddick, publisher of the LaGrange (Ind.) Standard and News; and Aldis Hutchens of Richland Center, Wis., retired high school English teacher.

The list of deceased founders includes Gilbert Clippinger, Charles A. Fisher, Marion H. Hedges, Edward H. Lockwood, Laurence A. Sloan, and Leroy Millikan, who died in September. Sloan was the fraternity's first national president.

Tribute will be paid to the founding members during the golden anniversary convention, which will end Saturday evening in Indianapolis with a banquet address by Vice-President Richard M. Nixon.

• Although Sigma Delta Chi was organized as an undergraduate fraternity, it long ago achieved full professional status. It also has demonstrated remarkable growth, and today there are more than 16,000 members. Professional chapters are active in 53 major cities, and undergraduate chapters are located at 70 colleges and universities.

The nature of the fraternity has changed since 1909, but the purpose is the same as that ascribed to the



The historic Claypool Hotel where the convention sessions will be held. A Hoosier landmark for many years, it has been the scene of many political conventions.

founders by SDX historian Mitchell Charnley: "They longed for a 'better' journalism. They talked of a truthful, honorable press, not dominated by commercialism, and they believed that by planting journalistic ideals in student newspapermen they would make great strides toward that goal."

Following their departures from De-Pauw, only five of the ten pursued lifelong careers in journalism. Nevertheless, the organization which they founded has been—and is—an inspiration to journalists throughout the world.

WHEN IN INDIANAPOLIS

... what to wear

In planning your trip to Indianapolis for the November 11-14 50th Anniversary convention of Sigma Delta Chi, the following suggestions on "What to Wear" will help you.

The average temperature for Indianapolis during this time is 43 degrees.

Dress for the buffet dinner-dance the evening of November 13 is optional. The coeds who will be "dates" for the evening, will be asked to wear street-length "cocktail" dresses.

The one formal black-tie event is the SDX banquet the evening of November 14 at which Vice President Richard M. Nixon will speak.

Indiana's Press Institute

N Indianapolis, where fierce newspaper competition still exists, newsmen from the three metropolitan dailies got together and started what is now the flourishing Indiana Press Institute.

It is the principal project of Sigma Delta Chi's professional chapter in Indianapolis. Its purpose: To train newsmen already on the job, exchange ideas and encourage Indiana newsmen to seek the highest standards of their profession.

Through the efforts of President Herman B Wells of Indiana University and John Stempel, professor of journalism, the state university agreed to co-sponsor the annual seminars on the campus at Bloomington, Ind.

First chairman of the Institute was Jameson Campaigne, editor of the editorial page of the Indianapolis Star. He worked out details of the program with Wendell Phillippi, assistant managing editor of the Indianapolis News and Irving Leibowitz, columnist and assistant managing editor of the Indianapolis Times.

Two Institutes already have been successfully concluded, the most recent in September. More than thirty editors from around the state attended.

Some of the topics covered: makeup, readability, organization and operation of the city desk, recruiting personnel and political coverage.



This plaque on the wall of the East College Hall at DePauw University marks the site where Sigma Delta Chi was founded in 1909.

Eugene Pulliam Has Had Distinguished Newspaper Career

By FREEMONT POWER

N acquiring ownership of the Indianapolis Star in April of 1944, Eugene C. Pulliam published on page one what he referred to as "The Star's Creed."

One paragraph from this creed read: "A newspaper is a human institution, and as such is subject to all the ills and fortunes to which man is heir. It is not like other business chattels that can be bought and sold in cold barter. It is peculiarly human. It takes a heart-hold and a spiritual grip on the men and women who produce it day by day. It becomes a part of their very existence. The opportunity it affords for gratifying work keeps them in the game when other fields offer more lucrative compensation."

• Here obviously was a publisher with "heart," a feeling for the business of newspapering that went beyond the auditor's balance sheet, out to the men and women who produce newspapers and who, as he recognized, make the work a part of "their very existence."

It was no new-found feeling on the part of Gene Pulliam, honorary national president of Sigma Delta Chi.

Recalling (in The Quill of April, 1947) how he and nine other young men on the campus of DePauw University founded SDX, Pulliam wrote of the flame that gave life to the fraternity.

"The flame was the zeal of journalistic ideals—free speech, free press, freedom of expression—that burned brightly in the hearts of a small group of DePauw students.

"They didn't know what they were creating, but they knew what they believed. They specifically wanted to impress a skeptical faculty with the importance of college journalism. They wanted extra credits for their journalistic work. They wanted to impress the student body with their own importance.

"But in retrospect it is obvious that we were giving practical campus expression to journalistic ideals, already taking root in our young minds, that were destined to guide most of us throughout life." Pulliam never shed this zeal for the printed word—published in freedom—and today he owns eight daily newspapers—the Indianapolis Star, the Indianapolis News, the Muncie Star, the Muncie Press, the Arizona Republic, the Phoenix Gazette, the Huntington (Ind.) Herald-Press and the Vincennes (Ind.) Sun-Commercial—and two radio stations—WOAV, Vincennes, and WIRE, Indianapolis.

• Born of devout parents—his father, the Reverend Irvin B. Pulliam was a frontier home missionary in the plains of Kansas—Pulliam found in newspapers an opportunity to express the kind of dedication that inspired his father and mother in the work of the church.

There was never any question of the ministry for the younger Pulliam, however, even though his mother, Martha Ellen Collins Pulliam, would have liked her son to become a Methodist pastor.

"I used to tell her, 'Mother, you know I'm too profane for that calling.' Then I would kid her that I picked up my cuss words from father before he was called to the pulpit."

The mother did, however, influence her son to go to DePauw.

"My mother went to DePauw when it was Asbury College," Pulliam recalled, "so I decided to go there."

During the first summer vacation, Pulliam returned to the state of his birth and got a job in the circulation department of the Chanute (Kan.) Sun. One might assume that he would be a great success at this since he had started his journalistic career at the age of six, when he was the "youngest carrier to work for the Iola (Kan.) Register." But his heart was in the editorial department.

Frequently he wrote four or five news stories and turned them in to the editor. One of these was the account of a railroad accident, and after reading it the editor said, "Well, I guess you'd better work as a reporter and I'll do your circulation job."

Back at DePauw, Pulliam entered on his first newspaper enterprise. He founded the DePauw Daily—a means of taking some of the strain off the Pulliam exchequer.

The paper flourished and while it didn't bring in a great deal of cash, it did clothe him, provided food and lodging in a college boarding house and brought in free tickets to stage plays in Indianapolis. These usually were sold to other students "for a buck apiece."

 It was there that SDX was born, later to become a dominant nationwide force in uplifting the ethics and standards of American journalism.

Though a Kansan by birth, Pulliam early became thoroughly Hoosier. His days at DePauw and the years he spent publishing and editing papers in Lebanon, Franklin, Frankfort, Linton, Vincennes and Huntington gave him an insight into the small Indiana town that he found useful in publishing newspapers with state-wide circulations.

Fresh out of college in 1910, Pulliam took the job of city editor of The Atchison (Kan.) Champion—with an eye on The Kansas City (Mo.) Star.

One day on the way to work in Atchison, he noticed a crowd of women waiting in front of a ten-cent store for a dishpan sale. The sale turned into a near-riot and several women were hurt.

• Pulliam's story had a humorous touch and a friend sent it to the editor of the Star. The editor asked Pulliam to call on him.

"I took several stories with me I thought were pretty good," Pulliam recalls, "but none of them impressed him. Then he took the dishpan story from his desk and asked me if I had written it. I said yes, and he gave me a job."

There he became a police reporter, a job more fascinating, he states withcut qualification, than any other he had had in newspapering since.

It was on the Star that the youthful Pulliam soon ran up against the cold wall of political realities. Hurrying to Union Station on an assignment one day, he noticed a tall, handsome man, Jim Reed, later a Senator and then a right-hand man to Boss Pendergast.

"I didn't know Reed was on the

Star's 'blacklist,' " Pulliam recalled, "so I decided to interview him.

"'Young man,' he told me sternly, it wouldn't make a damn bit of difference what I said or what you wrote about me-even if I died the Kansas City Star wouldn't print my name.'
"Rather brashly, I replied, 'The hell

· "Reed immediately bet me a hat on it and I took him.

"When I got back to the office, Marvin Creager, night editor of the morning-side Times, asked me 'Are you kidding? when I wondered if Reed was on the blacklist. I then told Creager my dilemma. I said, 'I can't afford to lose a hat."

"Finally I sat down to the typewriter and wrote a story which began:

A new reporter on the Kansas City Star was told by James Reed, of the Shannon-Pendergast machine, the Star would never print his name.

"'Reed even bet the reporter a hat

on it.

"'But the reporter knew that the Star had a sense of humor, and so this story is evidence that Reed owes him a new hat.

• "They ran it on page one under the head, 'The Hat's on You,' and I breathed easier.

Another reporter on the Star at the time was Courtney Riley Cooper, later to become a Saturday Evening Post byliner and the "ghost" for J. Edgar Hoover's book, "Persons in Hiding."

Cooper and Pulliam alternated on the night shift of the police run and one of their exposés was that of a gambling ship, the Saturn. Hoodlums later showed up at the police headquarters newsroom and inquired for the writer of the Saturn stories.

Pulliam was off, so Cooper was pointed out to them. Later they waylaid Cooper and gave him a beating that left him unconscious for two weeks and "probably never the same after-

ward.

A \$10,000 reward posted by the publisher, Col. William Rockhill Nelson, led to the arrest and conviction of the hoodlums, who went to the penitentiary for twenty years.

Pulliam thus learned his newspaper-

ing from the ground up.

In his Kansas City Star days, reporters usually went with police cars on their runs and it was on such a run that Reporter Pulliam one day came upon a man considerably peeved with fate. He was hacking his home to pieces.

Pulliam's story began "-So he busted up the house." Then with a light touch he described the man chopping up the furniture and piling it in the middle of the room, even stripping pictures from the walls.

The next day Colonel Nelson called the reporter to his office.

"I was scared," Pulliam remembers. "I had never even said 'How do you do' to him. In the room were the man who had used the ax, his wife and his

"'Did you write this story?'" the colonel asked.

"I said 'yes.

" 'Is it true?"

"'Every word of it, sir.'

"'Bully for you!' the colonel cried, leaping to his feet. Then he turned on the couple and their lawyer and shouted, 'And now get out of here. You can sue and sue but the Star will never pay you a cent.

"The suit was never filed and I left thinking you would die for a man like

· As a publisher, Pulliam gives his reporters the same kind of support. On acquiring the Indianapolis News in 1948, he told the staff, plainly and without qualification, that the News owed nothing to anybody and that they need not take any "guff," even from big advertisers.

After his stint on the Kansas City Star, Pulliam returned to Atchison in 1912 and bought the Champion, where he had landed his first job. He was twenty-three at the time, the youngest daily newspaper publisher and editor

in America.

Three years later he moved to Indiana, where he was the owner and editor of the Franklin Star for eight years. In 1923, he bought the Lebanon Reporter and was on his way to a career as multi-paper publisher.

• In 1929 he bought eight small papers in seven western Oklahoma towns. He sold these to their managers in the late 1930's. At other times he bought and sold newspapers in Indiana, Florida, Kentucky, Pennsylvania, North Carolina, Georgia, New Jersey and Massachusetts.

With the acquisition of the Indianapolis Star and the Muncie papers in 1944, the Arizona Republic and the Phoenix Gazette in 1946 and the Indianapolis News in 1948, Pulliam stated he had reached the end of his ex-

"I don't have chainitis," he said.

Nor, it can be added, has he lost the reporter's touch. Since 1942, he and his wife, Nina Mason Pulliam, who serves as secretary-treasurer of the various Pulliam publishing enterprises, have visited nearly a hundred countries as a reporting team.

Their efforts have provided the Pul-

liam papers and the member newspapers of the North American Newspaper Alliance with some world-wide exclu-

In 1951, they interviewed such figures as General Matthew B. Ridgeway at Tokyo, Premier Liaquat Ali Khan (later assassinated) at Karachi, Pakistan, Prime Minister Jawaharlal Nehru at New Delhi and Dwight D. Eisenhower at Paris.

· Last year Pulliam was the first newspaperman to interview President Fuad Chehab since his election to head strifetorn Lebanon. It was on the same tour of the Middle East that Pulliam reported that Turkey was turning "sick" under the power-grabbing policies of Premier Adnan Menderes. Three Turkish editors who reprinted the articles soon felt the wrath of an enraged government and two of them were imprisoned for the "offense."

Pulliam's hard-hitting reporting is not the kind to please either censors or power-hungry premiers. Discussing his newspaper philosophy once with a reporter for the Indianapolis News,

Pulliam commented:

• "I'd like to think that tomorrow evening thousands of readers might be saying, 'Did you see what the News says? And I hope a few would be asking, 'Did you see what the damn News says?"

Pulliam has insisted that a good newspaper must be a good citizen in its community-and that includes not backing down from reporting what it sees and stating what it thinks.

Cartoonists

(Continued from page 96)

Ill., June 10, 1949. At his death he was looked on as the dean of American car-

But no cartoon of his was more influential in his life than his first-a comic picture of his teacher that he drew on the blackboard of the schoolroom during a recess.

McCutcheon's autobiography, "Drawn From Memory," is one of the most delightful of books in the whole range of American journalism. It is a rich harvest of recollections of a wise. kindly and perceptive man, who knew greatness but was not affected by it.

Third in sequence of these Hoosier cartoonists is Gaar Campbell Williams, who was born at Richmond, Ind., Dec. 12, 1880. His life was cut much too short as he was not yet 55 when he died, June 15, 1935.

Williams created some of the most popular human interest cartoons of the 1920s and early 1930s. Drawing on his own Hoosier background, they presented the ups and downs, annoyances and small triumphs or ordinary people. These single panel pictures were complete each day, but they enjoyed a series of recurring captions which became household expressions.

• "A Strain on the Family Tie" reported the minor domestic crises in the home of the Mort Greens, but readers found in them episodes common to the lives of husbands and wives generally.

"Our Secret Ambition" recorded the hopes that were equally native to average men and women—such things as "to be known as an infallible election predictor" and "to sometime deserve the hero seat in the lead automobile" in a parade.

"How to Keep From Growing Old" dealt with bores and practical jokers.

"Something Ought to Be Done About This" expressed the universal indignation at such things as being summoned from the bathtub to the telephone by a "wrong number."

"Zipper" narrated the almost human escapades of a friendly, curious, little dog.

 "Static" and "Wotta Life! Wotta Life" were other titles which became fixed in American talk. The whole series began in the Chicago Tribune in 1921 as "Just Plain Folks."

For his Sunday audience Williams produced a series that was his favorite as well as of many of his followers. Called "Among the Folks in History" it combined humor, sentiment, comic art and social history remembered from the cartoonist's own boyhood. Faithful in details of furniture, dress and architecture, these delightful pictures recalled Swiss bell-ringers, home remedies, Main Street runaways, "setting room" base-burners, county fairs, leather knee pads, livery stables, circus posters in covered bridges and many other things in a disappearing rural and small town America. For these and other cartoons readers often sent suggestions and initials added to his signature acknowledged indebtedness to others.

• Williams, whose first and middle names were those of old eastern Indiana families on his mother's side, drew political cartoons for twelve years for the Indianapolis News beginning in 1909. His first newspaper job was that of illustrator of a daily short story in the Chicago Daily News.

Gaar William's father was an avocational draftsman, wood-carver and amateur artist and he encouraged his son's artistic inclination. As a high school boy Gaar spent so much time sketching people and scenes around Richmond that he failed elementary Latin three times. After working as a riveter he



JOHN TINNY McCUTCHEON May 6, 1870 June 10, 1949

went to the Chicago Art Institute for two years. His first success was in a prize contest for a beer bottle label.

A six-footer, Gaar Williams was known as "Spin" to close friends. He relished fishing, hunting and "road riding," as he called motoring, and obtained many ideas for cartoons as he moved about small town America.

• Both his home at Glencoe, Ill., and his studio in the Tribune Tower were furnished in the "early Indiana" style of the 1890s. His wife was Lena Engelbert whom he knew from childhood in Richmond. He died in a Chicago hospital soon after being stricken at the steering wheel of his automobile as he was starting to drive to Brown County, Indiana. He was buried in Richmond in whose Wayne County Historical Museum many visitors see each year the memorial collection of his cartoons.

To call Gaar Williams "the James Whitcomb Riley of the newspaper cartoon" as speakers and writers often did was to compliment Riley as much as the cartoonist. Through wide syndication of its whimsical handiwork, Gaar Williams' drawing board mirrored the lives of average Americans as intimately as any man of his time.

• After his death friends published a collection of 165 of his "Among the Folks in History" drawings under that title. Kin Hubbard's silhouette of Gaar Williams, with whom he had worked on the Indianapolis News, appeared as the frontispiece and in the foreword John T. McCutcheon said that Gaar Williams "stood alone in his field."

Gaar Williams, John T. McCutcheon, Kin Hubbard—three cartoonists, three pictorial historians, three men in whom the home state of Sigma Delta Chi can take unending pride.

Indianapolis Sights

(Continued from page 94)

298 newspapers which profess allegiance to one or more political parties. There are three "big city" dailies—the Indianapolis Star, News and Times. The Star and News are owned by Eugene Pulliam, one of the ten founders of Sigma Delta Chi.

Colleges in Indianapolis include Butler University, Indiana and Purdue Extensions, Marian College and Indiana Central College. Other educational facilities include schools of medicine, business, law, dentistry, art, music and sixty-two trade schools. There are 135 public grade schools, eight parochial and twenty-five public high schools and forty-five parochial grade schools.

Culturally speaking, Indianapolis has art and children's museums, civic theatre groups, outdoor stage musicals, the Indianapolis Symphony Orchestra, a summer playhouse and fine library facilities.

A must-see landmark for delegates, if and when they have time, is the Soldiers and Sailors Monument on the Circle, about three blocks from convention headquarters. Generally considered to be the grandest achievement of architectural and sculptural art in the world, it was designed to glorify "the heroic epoch of the Republic" and to commemorate the valor of Indiana's soldiers and sailors in all wars prior to World War I. The monument is thirtyeight feet high and her seventeen-ton figure consists of many sections of bronze bolted together.

• Another landmark is the Scottish Rite Cathedral. The masterpiece of oldworld architecture, completed in 1929, is widely known for its exterior and interior beauty. Its carillon, which peals daily for downtown Hoosiers to enjoy, is among the finest in the country.

Other sights include the memorial homes of James Whitcomb Riley and President William Henry Harrison. The latter home has been restored as a national shrine with "Gay Nineties" period furniture.

Among other sights-to-see: Sunken gardens and greenhouse in Garfield Park on the south side of town; Indianapolis Motor Speedway's Museum of Racing; the Powerama at Allison's, Division of General Motors; the World War Memorial; Butler University's Observatory and Planetarium, and the national American Legion headquarters. And if you want to attend church, there

(Continued on page 107)



EUGENE I. CADOU

NDIANA is a fitting host state for the national convention of Sigma Delta Chi.

In nearly all parts of the nation, a Hoosier has won national recognition in the field of journalism. Hoosiers head huge newspapers and press associations. They are editorial directors. A number of them have won Pulitzer Prizes for their newspapers.

Take the case of Roy Howard of the Scripps-Howard chain. He sold newspapers on the streets of Indianapolis before selling them on a considerably larger scale through his numerous publications. He was a reporter on an Indianapolis newspaper as was his son, Jack, who now has the helm of the newspapers.

• Eugene C. Pulliam, one of the founders of Sigma Delta Chi at DePauw University, learned the trade on the Kansas City Star and became a youthful publisher of another Star at Franklin, Indiana. He now publishes the Indianapolis Star, the Indianapolis News, newspapers in Phoenix, Arizona, Indiana publications at Muncie, Huntington, Vincennes and Lebanon, and owns radio stations in Indianapolis and Vincennes.

The late Ernie Pyle was trained in newspaper work on the Indiana University Daily Student following his rearing in Dana, Indiana. He also was a reporter on the Herald-Argus at La Porte, Indiana. The name of the journalism building at Indiana University is Ernie Pyle Hall.

• Barry Faris, who was editor of International News Service prior to its merger with United Press, is a former managing editor of the Indiana Daily Times before it was acquired by the Scripps-Howard group. Barry was the only

Many Famous Names In Indiana Press

By EUGENE J. CADOU

press association head to direct coverage of both World War I and World War II. We know him well as former president of Sigma Delta Chi.

James L. Kilgallen, an old INS star writer still producing for UPI, was Barry's standby for years. He also is a former managing editor of the Indianapolis newspaper and a winner of the Indianapolis Press Club's annual Front Page Ball award. His famous daughter, Dorothy, the Broadway columnist, was born in Indianapolis.

Faris had with him in INS two noted Hoosiers, now deceased—George R. Holmes and William K. Hutchinson, who headed the INS Washington bureau for many years.

• The heads of two huge Chicago newspapers are erstwhile Hoosiers. Don Maxwell, Chicago *Tribune*, was graduated from DePauw University and worked on Indianapolis newspapers. Basil Walters, Chicago *Daily News*, shone on the Indiana University *Daily Student* on which the writer had a humbler role many years ago. His first big story on the *Palladium-Item* at Richmond, Indiana, was the Dayton flood. Then he worked on the Indianapolis *Star* and in Des Moines, Iowa, and Minneapolis, Minnesota.

BEHIND THE BYLINE

Eugene J. Cadou, after graduation from Indiana University, worked on the staffs of the Indianapolis Times and Indianapolis News in the 1920's, headed public relations for the American Legion, was assigned to cover the U. S. Senate for INS and served as INS bureau chief at Indianapolis before the INS-UP merger. He is the dean of Indiana political reporters. At present he is a special representative and political columnist for UPI.

The Pulitzer Prize has been captured by the Indianapolis *News* and the Indianapolis *Times*. The *News* won with a series on economy in government written by Eugene Dawson, now secretary to Senator Homer E. Capehart, and William Wildhack, still a columnist and political writer for the newspaper.

Unveiling of political corruption in Indiana during the hectic days of power of the Ku Klux Klan cinched the big prize for the Indianapolis *Times*. One of the reporters responsible was Dan Kidney, columnist and writer for Scripps-Howard alliance in Washington and capitol correspondent for the *Times* and the Evansville *Press*, who likewise won the Indianapolis Press Club's Front Page Man of the Year title.

• The press club conferred a similar award on a potent writer for the Hearst newspapers, Ruth Montgomery of Indianapolis, who writes a column and produces hot spot political pieces in Washington

C. Walter McCarty worked on the Herald at Washington, Indiana, and edited the Indiana University Daily Student before rising from police reporter to editor of the Indianapolis News, a post he now holds.

Walter Leckrone spent most of his early years on Ohio newspapers before becoming editor of the Indianapolis *Times*. He now is a leading civic-minded Hoosier with a highly successful tenure as head of the Indianapolis Community Fund and other altruistic projects.

• One of the sharpest political writers the author of this piece has ever known is Earl Richert, who battled with the politicos for some time for the Indianapolis *Times*. Then he went to Washington for the Scripps-Howard Alliance. His present job is editor of the Evansville *Press*.

Richert hailed from Oklahoma. Irving Leibowitz, hard-hitting columnist for the Indianapolis *Times*, has similar status. His political enemies call him a "Brooklyn carpetbagger" because of his upbringing in that city. Former Governor George N. Craig, a frequent target of "Leib," said: "This is the first time that a transient ever came to Indiana and tried to kick a native son out of office."

• The Mellett brothers are Hoosiers from the Anderson area whose names are in the journalistic hall of fame. Don was murdered after directing a newspaper campaign against crooks in office in Canton, Ohio. Lowell was an editorial director of the Scripps-Howard chain before becoming an important New and Fair Deal publicist.

Jack Steele, former resident of North Manchester, Indiana, now produces beats for the Scripps-Howard Alliance in Washington. Robert Thompson, who wrote for INS in Indianapolis, New York and Washington, did publicity for Senator Jack Kennedy and now is with the Washington bureau of the New York Daily News.

• Elmer Davis, native of Aurora, Indiana, left the newspaper business to become nationally famous as a writer of books and a radio commentator. Edwin Hill, also of Aurora, a reporter's reporter, also went into radio.

The political annals are replete with the names of former Indianians.

Harry New was a reporter and published an Indianapolis newspaper before being elected to the United States Senate and becoming Postmaster General. Paul V. McNutt was initiated into Sigma Delta Chi after doing some news writing. At that time he was Indiana's governor and later he became high commissioner to the Philippines and head of the Social Security Agency in Washington.

McNutt's secretary, the late Wayne Coy, was a newsman in Franklin and Delphi, Indiana cities. Later Coy was chairman of the Federal Communications Commission, a director of the Washington *Post* and manager of television stations in Albuquerque, New Mexico, and Indianapolis.

• Many years ago, Henry F. Schricker published a small Democratic weekly newspaper in Knox, Indiana. Then he became the only man ever elected twice to the office of governor of Indiana. He now is president of a big insurance company in Indianapolis.

The woods undoubtedly are full of other distinguished Hoosier writers perhaps temporarily forgotten by the writer. We humbly beg the pardon of any of these fine persons whom we may have overlooked.



Two famous humorists in Indianapolis. At left is the late Kin Hubbard, creator of Abe Martin at his desk at the Indianapolis News. With him is the late Will Rogers.

Indiana Newspapers Are Vigorous

By S. G. CHRIS SAVAGE

NDIANAPOLIS—capital of automobile racing, high school basketball, and Hoosier-brand politics—provides plenty of hot copy for its three daily newspapers. And vice-versa. Whenever excitement generated by competition in the Indianapolis 500, "Hoosier hysteria" on the hardwood, and no-holdsbarred politickin' ebbs, enterprise bred by journalistic rivalry boosts readers' blood pressure and the papers' circulation.

Two rival newspapers in Indianapolis' belligerent school of journalism, The Times and The News, have won the Pulitzer Prize for meritorious public service. (Only two other cities—New York and Miami—can make this statement.)

The Times got the coveted award in 1928 for its relentless four-year fight that exposed the Ku Klux Klan's grip on Indiana and restored the state government to the people. The News won the gold medal in 1932 for its early-depression campaign to eliminate waste on all levels of government, resulting in

reduced budgets and tax levies in eighty-six of the state's ninety-two counties.

Probably no less deserving has been The Indianapolis Star, which through the years has crusaded in the public interest for governmental reforms such as direct election of United States Senators, a state board of accounts, and administration of welfare funds without secrecy.

Never afraid to fight the most ferocious fire-breathing dragons, Indianapolis newspaper editors and reporters to this day are close to the people. Although they tilt among themselves in three distinct camps (the house organ of one of the two Pulliam-owned dailies discreetly refers to "the A paper," "the B paper," and "the C paper"-only obliquely hinting which is meant as the Scripps-Howard-owned Times), as a lot they are all scornful of politicians. Like the fictional hill-billy philosopher Abe Martin, created by the late Kin Hubbard of The News, they feel that 'Now and then an innocent man is

sent t' th' Legislature." Recently, all three papers, each having helped expose a highway-building scandal, have been of a mind to send the guilty rascals to the penitentiary.

• Biggest and youngest (but genealogically oldest) of the Indianapolis newspapers is The Star, whose statewide circulation of 206,912 is almost half of all ten Indiana morning dailies combined. On Sundays, its circulation soars to 318,294, or more than 30 per cent of nineteen Sunday papers published in Indiana.

The Star, as such, was founded on June 6, 1903 as a cent-a-copy daily and Sunday by a traction-line executive who already published The Muncie Star. Despite competition from four other papers, it hit a circulation of 27,249 in its first month, and 80,644 within a year. The Star traces its lineage to the village days of Indianapolis through acquisition of two rival papers. In 1904 it absorbed the arch-Republician Indiana Journal, which began as the weekly Western Censor & Emigrant's Guide in 1823 before the state capital was moved from Corydon to Naptown. In 1906, The Star bought The Sentinel, founded as the Indianapolis Gazette on Jan. 28, 1822, just a couple of months after the first sale of town lots. Its ante-bellum editor created the rooster as the symbol of the Democratic Party. In 19th Century Indiana, Republicans had sworn by The Journal and sworn at The Sentinel, so The Star represented a marriage of strange political bedfellows.

• After the death of John C. Shaffer, who as publisher from 1911 to 1943 made *The Star* a widely quoted Republican mouthpiece, the paper was bought April 25, 1944 by its present owner, Eugene C. Pulliam.

"Gene," one of the founders of Sigma Delta Chi at DePauw University and a former Kansas City Star reporter, revitalized The Indianapolis Star by making it live up to his oft-quoted definition of a tip-top newspaperman: "Half St. Vitus and half St. Paul." Practicing a fearless brand of journalism, The Star has been the target of many libel suits, threatened or filed by "Republicans, Democrats, and nondescripts," but it has never paid a cent of tribute.

The present editor of *The Star* is the beloved James A. Stuart, former national president of Sigma Delta Chi.

• The first regular edition of *The Indianapolis News* appeared Dec. 7, 1869, founded on an idea, a lot of energy, and \$60 provided by 23-year-old John H. Holliday, whose motto was "Who's Afraid?" Printing on a borrowed press, young Holliday showed the stuff he was made of by publishing an "extra"



S. G. CHRIS SAVAGE

the day before (December 6) carrying President Grant's message to Congress. Only about 100 copies were sold. Today, as Indiana's largest afternoon paper, its circulation is 165,309.

• Holliday guided The News with an iron hand for almost a quarter of a century, until his retirement in 1892. (According to legend, the established spelling became "hight" in The News' style book after the Old Man unwittingly left the "e" out of the word in an editorial.

In 1895, Delavan Smith inherited The News from his father. In the Hoosier journalistic tradition, even the great "T. R." was not too big to tackle. The News editorially raised some pertinent questions in regard to the so-called Panama Canal scandal. President Roosevelt sued, and Smith was indicted, for criminal libel. The issue had an important bearing on the right of the Federal Government to interfere with the freedom of the press, and was re-

BEHIND THE BYLINE

S. G. Chris Savage is an associate professor of journalism, teaching reporting and history, at Indiana University. A Worcester, Mass., native, he earned the A.B. in journalism with high honors and M.A. in history, both at Indiana University, in 1946 and 1952. He is a past member of the Sigma Delta Chi Executive Council, and has been with the Worcester Post, Evansville (Ind.) Press, Fort Wayne (Ind.) News-Sentinel, Miami (Fla.) Daily News, Louisville Courier-Journal and Times, and Rochester (N.Y.) Times-Union. While in college, he was a "stringer" for The Indianapolis News.

solved when a Federal judge ruled that *The News* was no more than doing its duty in looking into a public matter.

At the death of Charles W. Fairbanks, Vice-President of the United States from 1905 to 1909, his secret ownership of *The News* was revealed. The Fairbanks family retained ownership until 1948, when Pulliam bought the paper, establishing Indianapolis Newspapers Inc. but maintaining independently separate editorial staffs.

Editor of The News today is C. Walter (Mickey) McCarthy, who as its managing editor in 1931-32 directed the paper's Pulitzer Prize crusade for lower taxes, in keeping with lower wages and lower prices brought on by the market crash.

The Indianapolis Times' success story began March 12, 1888, when Samuel L. Purdy founded The Indianapolis Sun, hand set and printed on a "turtle" press, to give The News its only afternoon competition. At the turn of the century, Kent Cooper worked on The Sun. After W. D. Boyce bought it, he renamed the paper The Indiana Daily Times on June 20, 1914. Boyce fought and won an advertising boycott, and adopted a "neutral politics" editorial position—a Times policy which still prevails.

• The rapidly expanding Scripps-Howard chain bought the paper on May 27, 1922, and changed its name to *The Indianapolis Times* on April 21, 1923. In 1924, it moved into its present quarters, and Boyd Gurley, another editor who was not afraid, survived more advertising and circulation boycotts in the battle that ended with the first Pulitzer Prize won by a Scripps-Howard newspaper.

The daily circulation of *The Times* is nearly 100,000; on Sundays it is 106,000.

Roy W. Howard, who began his journalistic career as carrier boy of a German-language paper in Indianapolis, later serving as a reporter on *The News* and as first sports editor of *The Star*, is still president of *The Indianapolis Times* (as well as chairman of the executive committee of Scripps-Howard Newspapers).

• Editor of *The Times* is Walter Leckrone, who came to Indianapolis from *The Cleveland Press* in 1942.

Such is the proud heritage of Indianapolis' daily press, stemming from the Hoosier pioneer law of "survival of the fittest."

Thomas Jefferson: "When the press is free and every man able to read, all is safe."



Eugene S. Pulliam, general convention chairman.



William R. Shover, assistant public relations director Indianapolis Star and News. Chairman of convention events.



John Stevens, vice president Indiana Professional Chapter, chairman of Women's Activities.

The News in Pictures

(Continued from page 48)

and what's wrong with "reporters and photographers"?

• The National Press Photographers Association has done much in the fifteen years of its existence to indoctrinate its members to be worthy of their more respectable status. There are continuing educational activities to stimulate selfimprovement, and public relations programs to break down barriers against photographers inherited and perpetuated from the flash powder days. Best known is NPPA's long controversy with the American Bar Association for the modification of its archaic "Canon 35" which arbitrarily excludes cameras from public court trials. Notable progress is being made in this campaign for the public's right to see the public's business as more and more trial judges permit courtroom pictures under proper and decorous conditions. However, the last A.B.A. convention sent the proposed modification back to committee 'for further study.'

• The encouraging aspects of photojournalism today are the trends that have become apparent in a comparatively short time. After an exciting period during the first few decades of the century, followed by long years of "button-pushing" photography, there is now a minor revolution under way. People are literally surrounded by images and can become image-blind just as many became radio-deaf. It takes a good and interesting picture in a newspaper to justify its expensive space, and more and more the "stopper" is becoming color. The ROP processes are
approaching excellence in quality and
speed of reproduction, and locally
edited gravure sections are using more
and better color. A dull picture can be
just as dull in full color, but a good
picture can gain a dimension and attention with the chromatic addition.
In these days of competition for the
attention of the reader, this can be an
important factor.

● The most dramatic developments in color photography and reproduction have been in negative color. When the copy needed for the engraving camera is a set of black and white continuous tone separation positives why not make such a set directly as positives from a negative color original just as in monochrome photography? It's being done well now on a number of newspapers using ROP color, and will undoubtedly gain in use because it makes such good sense.

As is probably well known, reproduction from reversal color transparencies means that after exposure in the camera, the color film is developed to a negative image, then exposed to light to reverse it, developed in a color developer to a positive color image, and then followed by a bleach to remove the negative image. Then the transparency is "separated" into a set of black and white negatives from which separation positives are made for the photoengraver. With such a roundabout

process it is logical that forward looking newspapers are experimenting with, or are using the negative color process.

A news photographer who has had a share in even a part of the fifty year evolution of photojournalism has lived an exciting life. His hopes and horizons for the future of his profession are unlimited.

Indianapolis Sights

(Continued from page 103)

are 515 churches of all faiths and denominations located in Indianapolis.

Entertainment in November? Well, for the sports-minded delegate, Indianapolis offers ice hockey at the State Fairgrounds Coliseum, bowling at many alleys and, of course, "Hoosier Hysteria," or basketball, in almost every school gymnasium.

Militarily speaking, Indianapolis has the Army at Fort Harrison, the Navy at the U. S. Naval Avionics Facility, the Naval Reserves at the Reserve Training Center and the Marines at Marine Reserve headquarters. The state's own naval force is stationed in Indianapolis. Indiana, way ahead of more seafaring states, organized a state naval force in 1935. The Indiana forces are recruited from the Naval Reserves, wear the same uniforms and have the same ratings. They also train with United States equipment. Authorized strength of the "Indianapolis Navy" is 1,000—with only about 600 presently on the roster.

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Worth Quoting

"The newspaper is unique among mankind's enterprises. It is an intellectual institution. Its appeal is to the mind. If it has proved its sincerity and integrity it has a conscience. If it has a conscience it has a soul. In its best form and functioning it can occupy a position held by no other agency that engages human energies and resources.

"I think it logically follows that a newspaper must achieve its purpose and fulfill its mission through the use of intellectual processes. It is the trained intelligence of men and women, possessed by the spirit of dedication and devotion, that alone can give value and usefulness to mechanical equipment, essential as such facilities are. It is their enlightened labors that determine the quality and character of a newspaper and establish it in the respect and confidence and affections of the community and its people.

"And just as an individual may find his conscience put to test and trial, and his courage challenged, so a newspaper may have to make the crucial choice between the safe and easy way and the hard and hazardous course that is the line of duty.

"If it finds itself embattled in time of controversy and crisis, it can so acquit itself that reprisals against it translate into recognition of its courage and independence, losses are gains, and words of denunciation are tribute and testimonial.

"For abuse, and for misrepresentations and material losses, there is recompense for a newspaper if it is known of all men that honor and obligation were rested in its keeping and were not betrayed."

> John M. Heiskell, publisher Little Rock, Ark., Gazette

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	Maine	21	Minnesota	387
	New Hampshire	11	Iowa	476
	Vermont	12	Missouri	541
	Massachusetts	237	North Dakota	123
	Rhode Island	26	South Dakota	108
	Connecticut	102	Nebraska	150
	NEW ENGLAND STATE	ES 409	Kansas	296
	New York	1,410	WEST NORTH CENTR	AL 2,081
	New Jersey	200	Arkansas	30
	Pennsylvania	562	Louisiana	124
	MIDDLE ATLANTIC	2,172	Oklahoma	268
	MIDDLE ATLANTIC	2,172	Texas	1.114
	Delaware	19		
	Maryland	249	WEST SOUTH CENTR	AL 1,536
	Dist. of Columbia	409	Montana	78
	Virginia	279	Idaho	58
	West Virginia	36	Wyoming	18
	North Carolina	61	Colorado	275
	South Carolina	33	New Mexico	95
	Georgia	336	Arizona	54
	Florida	485	Utah	138
-	SOUTH ATLANTIC	1,907	Nevada	84
	Ohio	1,195	MOUNTAIN STATES	800
	Indiana	561		
	Illinois	1,456	Washington	399
	Michigan	614	Oregon	256
	Wisconsin	469	California	1,680
	EAST NORTH CENTRA	L 4,295	PACIFIC STATES	2,335
	Kentucky	191	Alaska	13
	Tennessee	109	Canada	59
	Alabama	104	Foreign	232
	Mississippi	44	Miscellaneous	28
	EAST SOUTH CENTRA	AL 448	MISCELLANEOUS TO	TAL 332

October 1, 1959

OCCUPATION ANALYSIS OF SUBSCRIPTION CIRCULATION OF THE QUILL

1.	NEWSPAPER, news services, feature	
	syndicates, publishers, editors,	
	news-editorial employees	6,697
2.	RADIO-TELEVISION station and	
	networks-news executives, news directors,	
	reporters and commentators	811
3.	MAGAZINES, periodicals—	
	editors, reporters, writers	2,445
ı.	PUBLIC RELATIONS, publicity firms or	
	employed by others in this capacity	1,836
5.	ADVERTISING agencies or those employed	
	by others in this capacity	873
5.	SCHOOLS of journalism,	
	libraries—teachers	703
7.	STUDENTS of journalism	638
8.	Free lance writing, etc.	79
9.	Administrative, miscellaneous	1,739
0.	Armed forces	494
		16,315
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THE QUILL, 35 East Wacker Drive, Chicago 1, Illinois



Sigma Delta Chi NEWS

NO. 84

NOVEMBER, 1959

Bluedorn Traces Sigma Delta Chi To 'DePauw Daily,' Jan., 1909

By Victor E. Bluedorn

S IGMA DELTA CHI had its beginning on a January afternoon in 1909 when LeRoy H. Millikan, editor-in-chief of the DePauw Daily, shared an idea he had had for several months with two other staff members.

"Why not organize a journalistic fraternity?" he asked.

Other groups of undergraduates were drawn together, yet in journalism, which was by tradition the most companionable, fraternalism had been completely neglected.

The idea was not greeted with enthusiasm by these two. However, when it was presented to six others, in the main they liked the idea.

Oddly enough, on the DePauw campus at the very time, two other students had talked over the possibility of forming some such club before they knew of the Millikan movement. They were William Glenn and Laurence Sloan. Toward the end of March they were invited to join in the nebulous organization.

Bill Glenn relates: "When Laurence Henry Sloan would nocturnally come to the old Delta Tau Delta house in Greencastle, with his miniature Diffendorfer typewriter dangling from one hand and a vile stogey in the other, he had determination in one eye and resolve in the other, and a dream under his old felt hat.

"Sloan was a Sophomore in college and I, a Junior, which probably induced him to invariably seek my fraternity house, rather than his, Phi Delta Theta. . . .

"He would sit down in the living room of the fraternity house, shove the type-writer toward me and begin dictating. He loved to dictate. He has ever since. I would suggest something, and his resourceful mind would suggest something else and then we would blast the Diffendorfer into veritable shreds."

By the middle of April, 1909, a few definite ideas had crystallized in the minds of the men. Among, there was the decision that only upper classmen who had done notably good work in journalism, and who expected to make journalism their life work, should be elected to the proposed organization.

Thus from the start, the professional ideal was an integral part of the organization's plan. It also had idealistic aims. It saw lofty places where the society might plant its standards. They longed dimly for better journalism, both amateur and professional; they talked of a truthful, honorable press, one not dominated by commercialism, and they be lieved that by planting journalistic ideals in student newspapermen they would make great strides toward their goal.

Although the DePauw men did not know it, their establishment of Sigma Delta Chi was in line with a movement that was taking form throughout the country. At Syracuse University a journalistic fraternity was being formed; it grew to be Pi Delta Epsilon, an honorary organization.

At Michigan, Lee A White and others were beginning to think of the need of a journalism fraternity. At Missouri was the Dana Press Club, a strong society of journalistically inclined men. At Indiana was the Press Club, which was strong enough to assure its members of newspaper positions in Indianapolis on their graduation.

So Sigma Delta Chi was simply getting in with—perhaps a little ahead of—other societies. The aggressive expansion policy adopted within a few years by Sigma Delta Chi was probably the thing that kept it so distinctly at the head of its field. It had been decided that chapters might be established in schools and colleges where a college newspaper was published and where attention was given to journalistic instruction.

A few weeks before Christmas, 1909, word came from a group at the University of Kansas, who had heard of Sigma Delta Chi, that they wished to know more about it. On February 22, 1910, Beta chapter was established.

Prior to the actual establishment of the Beta chapter, a query from Michigan had reached Alpha. Lee A White and others at Michigan had had ideas of their own about a national journalistic fraternity; but what they learned of the DePauw organization seemed to suit their needs. On March 18, Gamma chapter was established at Ann Arbor.

Until conventions were held, the parent chapter constituted the governing power. The second year came to a close with a petition being received from The Writer's Club at the University of Denver and approved in November, 1910. After Christmas vacation a petition was received from the University of Virginia and approved. In February, 1911, a letter appeared from the University of Washington and the Zeta Chapter was established there soon after.

Then Purdue came through and became the first chapter installed by representatives of the fraternity. Prior to this time every chapter had been established by mail. A petition from the Ohio State Press Club brought the installation of that chapter in June, 1911.

When the fall of 1911 came, the chapter list grew to nine with the addition of Wisconsin. The establishment of the University of Illinois chapter took place in early April. 1912.

Meanwhile, the DePauw chapter under Laurence Sloan was governing the national fraternity. There was a vague feeling that nobody knew just where the fraternity stood and that something should be done about it. The need of a national convention was apparent.

After letters were exchanged, a program was drawn up and the first convention was called for April 26, 1912 at Greencastle, Indiana. The problems to be discussed were a fraternity publication, a new system of fraternity government, a definite expansion policy and ritual changes and constitutional amendments. Conventions have discussed these problems ever since.

Out of this convention came The QUILL with Frank Pennell elected as the first editor. Volume I, Number I, came out in

(Continued on page 120)

Radio, TV Spots Call Attention To 50th Year

Use of spot announcements on radio and television stations is another manner in which the 50th Anniversary Publicity Committee is planning to call the fraternity's anniversary to the attention of the public.

Ten, 20, and 30-second announcements have been prepared. Arrangements have been made with the fraternity's special Radio-TV committee to distribute these to as many stations as possible. Through personal contacts, the committee already has been assured the announcements will be used in a number of cities.

However, personal contacts with all the 2,500-plus radio and television stations in the county obviously cannot be made. Therefore, the committee also asks that Sigma Delta Chi members who are affiliated with radio stations send requests for copies of the spot announcements to fraternity headquarters.

Two-by-two inch slides of the fraternity's anniversary emblem, suitable for TV projection while the announcement is read, also are available on request.

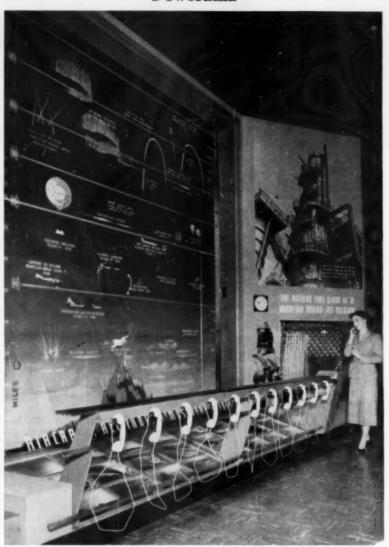
The announcements are public service in nature, emphasizing the fraternity's accomplishments which are meaningful to the public. For example, a 30-second announcement is:

"The profession of journalism is paying honor this year to Sigma Delta Chi, the national fraternity of journalists, for its many contributions to a free and responsible press. The organization was founded 50 years ago to foster the highest ideals and standards of journalism. Today, its membership of 16,000 includes radio and television newscasters throughout the country, newspaper and magazine writers, and world-famous foreign correspondents and news analysts. Sta-



"Willie Jones has the mumps; Jim Smathers broke his leg; your wife just had triplets; Abe Bronson has . . ."

Powerama



In the POWERAMA at the Allison Division of General Motors is a demonstration of the rate of fuel consumption in a turbo-jet engine of a modern fighter plane. The background shows the results of some of man's attempts to conquer the atmosphere. At the right is a bank of 80 kitchen faucets, through which flows the "fuel" a jet engine might use as it warms up and then takes off in flight. SDX members will visit POWERAMA during the 50th Anniversary Convention.

tion —— is proud to be a part of a profession which is represented by such an able group, and we wish the men of Sigma Delta Chi continued success."

Great ideals and principles do not live from generation to generation just because they are right, nor even because they have been carefully legislated. Ideals and principles continue from generation to generation only when they are built into the hearts of the children as they grow up.

Personals

About Members

Charles Katzman, head of the news communication division of the UCLA Graduate Department of Journalism, has been elected a member of the American Society of Journalism School Administrators.

John F. Schrodt, Jr., assistant professor of journalism at Franklin College for the last four years, has been named editor of the Indiana University Alumni Magazine. Schrodt is a former staff member of the Princeton Clarion News and Democrat.

Our Editorial Doors Open With Sigma Delta Chi Keys

We're proud that every top editorial and publishing position on our six business papers is filled by a member of Sigma Delta Chi.*

A Sigma Delta Chi Key unlocks many editorial doors, we believe. In that spirit we congratulate all undergraduate members of Sigma Delta Chi and wish them well in their chosen field of communications. May your Sigma Delta Chi Key open just the right door for

> MID-CONTINENT BANKER LIFE INSURANCE SELLING THE LOCAL AGENT CLUB MANAGEMENT PICTURE & GIFT JOURNAL

> > (Published in St. Louis)

MID-WESTERN BANKER (Published in Milwaukee)

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Origin of -30-Is Newspaper Mystery

N newspaper parlance, -30- means the end. But where the little symbol came from is not only clouded in mystery, its origin is downright controversial. No attempt is made to answer the puzzle in the new Jack Webb movie -30-

But along the press rows of the nation some of the more popular versions of the birth of -30- go like this.

In a wire service office in Los Angeles a Western Union telegrapher recalls hearing that -30- symbol started with a WU operator, back in the bicycle days of Morse code.

The old WU operator's name was "T-H-U-R-T-Y" (cq). As he clicked off his daily file of stories, Thurty would sign each one: THURTY. The sign-off became a byword along the Morse line. Other telegraphers picked it up and made it "thirty." Then, at last, -30-

Then there's the yarn told in the composing room of a Chi-

cago daily by a grizzled printer with hands like mercury. He remembers hearing that —30— originated during the pre-typewriter era of journalism. In those days, all news copy was written in longhand by reporters. To indicate clearly the end of their stories, they adapted a numerical symbol. Which, as legend has it, was -30-

But why was the symbol -30-, and not -40- or -50-? A headline writer on the rim of a Philadelphia paper has one answer.

He claims that -30- stemmed from the fact that 30 words was just the right fit in a stick of type-in the days when newspaper body type was also set by hand.

Finally, in upstate New York, a cub reporter has this contribution. He maintains that the end mark in the early days of newspapering was "#." The mark is still used widely. However, when typewriters came along, reporters found that it was quicker to hit the "#" key without going to upper case. What came out was "3." To tie it up more neatly, they just added a "0." And -30- was born.

If all the -30- marks used by the nation's newsmen were laid end to end they'd probably circle the earth. But where did the thing really begin?



Sigma Delta Chi NFWS

The Sigma Delta Chi NEWS is published monthly by Sigma Delta Chi, Professional Journalistic Fraternity. Contributions should be addressed to the Editor of the Sigma Delta Chi NEWS, 35 East Wacker Drive, Chi-cago 1, Illinois. Do not address it to THE QUILL. This only delays it. Dead line for copy intended for the NEWS is first of month preceding date of

Executive Director .. Victor E. Bluedorn Financial Secretary .. Lorraine Swain Office Manager .. Shinley Lee Staff Assistants: Diane Visser Pearl Luttrell.

Managing Editor SY HANDWERKER

November 1959

No. 84

^{*} Except one by Miss Rosemary McKelvey who can't qualify for SDX but is a hardworking, active member of Theta Sigma Phi.

Newton Reports Pro Chapters In Best Shape After 50 Years

As Sigma Delta Chi passes its Golden Milestone, the structure of our professional chapters is in the healthiest condition of our first 50 years.

We have begun the solid, steady and realistic growth that presages a magnificent development of a strong professional journalistic fraternity in the second half of our first century.

Testimony of this solid, steady and realistic growth is given by the following facts:

 Three new chapters were installed during the year, bringing to 53 the total number of professional chapters.

 Two faltering chapters, North Florida and Central Michigan, were revitalized in 1959, leaving only one chapter, Portland, Oregon, inactive.

3. Membership of the professional chapters increased by 1,468 during the year, bringing to 4,866 the total chapter membership.

4. Sigma Delta Chi received inquiries from interested newsmen about the possibility of establishing professional chapters in some 16 areas, including London, England, and The Philippines.

5. More and more, our chapters took an active part in the national fight for freedom of information and in programs aimed at the development of journalistic talent, which are the key goals of our professional fraternity.

New professional chapters installed during 1959 were:

Ohio Valley-Kanawha at Huntington, W. Va., March 15.

Eastern Oklahoma at Tulsa, Oklahoma, April 16.

St. Lawrence Valley at Potsdam, New York, June 27.

The great majority of our 53 professional chapters are in sound condition, including finances, while only one of them, that at Portland, Oregon, is on the inactive status.

State Chairman Dick Elmers sought throughout the year to revive interest in the Portland chapter and your national officers kept up a running correspondence. Two meetings were held at Portland in the spring but only a dozen members attended. Some interest has been discovered among non-members and all of us are still hopeful that this chapter can be revived in another year.

Through the efforts of your Executive Director and your Vice-President, the faltering Central Michigan Chapter at Lansing and North Florida Chapter at Gainesville have been put back on their feet and now are in a position to progress. Both have been reorganized and have launched membership drives and constructive projects.

A number of factors figured in the increase of professional chapter mem-

bership. The three new chapters, of course, aided this materially, and the 50 veteran chapters carried on an active program by initiating 237 new members.

In addition, the memberships in good standing in the professional chapters were stimulated through the effective checking of rosters by National Head-quarters. Under the fraternity's new program for membership, chapters are required to send in their rosters which are checked. The chapter is then requested to urge delinquent members to pay up the back national dues. The 1959 check revealed that 1,257 professional chapter members are still delinquent and the various chapters are being urged to bring these members back into line.

Fraternity by-laws stipulate that no person may maintain membership in the professional chapter unless his national dues are paid. And your Vice-President would like to point out that those chapters retaining delinquent national members on their rosters are both violating national by-laws and making it more difficult for the National Headquarters to keep these back-sliding members in good standing.

Another factor stimulating membership increase was a reversal of an early policy by the Executive Council which forbade initiation privileges to a new chapter until it had been in existence for at least a year. New chapters now may request this authority immediately and during the year the Executive Council voted this privilege to ten chapters. These chapters are Alabama, Eastern Oklahoma, Indiana, Mid-Missouri, Ohio Valley-Kanawha, Richmond, St. Lawrence Valley, Valley-of-the-Sun, West Texas, and North Florida.

Probably the most heartening aspect of Sigma Delta Chi's Fiftieth Year was the widespread interest in the fraternity from coast to coast. Eighteen groups voluntarily expressed interest and sought information on the ways and means of organizing new professional chapters.

Such booming interest points to the growing prestige of the fraternity in national affairs, and the prospects are excellent that a number of these groups will come into Sigma Delta Chi as new chapters in 1960.

An example of this interest in the fraternity was the work of Vladimir J. Mandl, of Rollins College, Winter Park, in Central Florida, during the year. He contacted 20 members living in the area and scheduled the first meeting for mid-October. Your Vice-President worked closely with him and the Florida West Coast Chapter promised its assistance.

Those areas expressing interest in forming new chapters are:

Beaumont, Texas
Buffalo, N. Y.
Central Florida
Charlotte, N. C.
Davenport, Iowa
Dayton, Ohio
Decatur, Ill.
Des Moines, Iowa
Hartford, Conn.
The

London, England New Brunswick, N. J. Norfolk, Va. Roswell, N. M. Savannah, Ga. Texarkana, Ark. Wichita, Kan. Youngstown, Ohio The Philippines

Freedom of information and the development of journalistic talent are the dual arterial streams of life-blood in our profession.

During the year, more and more of our professional chapters got into these two worthy endeavors, and the result, of course, was (1) growing development of our national prestige and (2) renewed interest in chapter work. Constructive projects are essential to the healthy growth of any human organization.

In freedom of information, Sigma Delta Chi increased its national prestige with victorious drives for model laws in the Legislatures of Maine, Georgia, Michigan, Oklahoma, New Mexico and Hawaii.

Likewise, Sigma Delta Chi made its mark in freedom of information fights in Wisconsin, Texas, Colorado, Arizona, Idaho and Montana. And other chapters, among them New York City, drew plans for similar campaigns in 1960.

Equally successful was the growing movement by individual chapters to sponsor projects for the development of journalistic talent. These were so successful and so varied that we are prompted to list the following examples:

*FORT WORTH—Expanded its scholarship program by providing a \$1,000 fund for loan grants to journalism college students. In addition, there is a high school scholarship for graduating seniors on the way to college.

*MILWAUKEE—Has a \$200 scholarship alternating between Marquette University and the University of Wisconsin, going towards a senior's tuition

*MINNESOTA—Chapter provides freshman counselors to advise newcomers to college about the news game. *SAN DIEGO—Provided a trophy for

high school journalism day.

*TEXAS GULF COAST, HOUSTON

—Participated in Houston journalism
assembly (along with several other
groups); gave \$50 to the journalism

department at the University of Houston.

*UTAH—Outstanding undergraduate gets a scholarship.

*NORTH FLORIDA—Has begun a merit badge school in journalism for Boy Scouts.

*NORTHERN CALIFORNIA—Gives \$100 scholarships to three students from surrounding campuses. Held a newswriting contest also.

*NORTH DAKOTA—Voted a new \$100 award to a senior at the University of North Dakota.

*MISSISSIPPI—Gives medals to outstanding journalism seniors at Jackson's senior high.

*EAST OKLAHOMA—A program of scholarships to high school graduates has been established with the University of Tulsa.

*CENTRAL MICHIGAN—Gives journalism awards to 39 junior and senior high schools.

*CENTRAL OHIO—Seems to have put on a really outstanding clinic encompassing nine counties to prepare Boy Scouts for merit badges in journalism

*AKRON—Held journalism job clinics for high school students; gave two scholarships to Kent State University; awarded \$25 to the best senior journalism student at Kent.

*CHICAGO—Has a Northwestern or U. of Illinois scholarship; sponsored a Hospitalized Veteran's Writing Project; and sponsored several youngsters in putting out a Junior Achievement newspaper, an actual commercial ven-

*ATLANTA—Probably the most concentrated program of workshops for high school students and Georgia Tech; Careers in Journalism day; writing contests among students.

Over the years, it has become a fraternity custom for the Vice-President for Professional Chapters to include in his annual report recommendations for the year ahead. Therefore, your 1959 Vice-President makes the following recommendations for 1960:

 A continuation of the drive for membership simply because there is strength in numbers and every worthy newsman in our land should become a member of our fraternity.

2. Expansion of our professional chapters. Your Freedom of Information Committee has discovered the great need for Sigma Delta Chi Chapters in a number of States wherein it is conducting its fight from a long-range base.

3. Further development of freedom of information and journalistic talent projects by the individual professional chapters, simply because those chapters which are best in the fraternity attained that height by their accomplishments in those worthy endeavors.

4. More emphasis upon the development of our national prestige. This can be attained by participation in national journalism affairs and by the strengthening of chapter projects and programs in the local communities.

BOX SCORE

70 Undergraduate Chapters of Sigma Delta Chi

Estimated number of members for Fall of 1959

Alabama	11
American	17
Baylor	4
Boston	5
Bradley no re	
Dealler no re	
Butler	5
California-Berkeley	24
California at Los Angeles (UCLA)	10
Colorado	10
De Pauw	15
Drake	6
Duquesne	16
Florida	17
Georgia	16
Grinnell	
	10
Houston	24
Idaho	15
Illinois	22
Indiana	12
	-
Iowa	6
Iowa State	25
Kansas	10
Kansas State	10
Kent State	12
Kentucky	
	5
Louisiana State	13
Marquette	22
Maryland	30
Miami	12
Michigan	30
Michigan State	8
Minnesota	17
Missouri	25
Montana State University	6
Nebraska	12
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New York	10
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Bluedorn Traces SDX

(Continued from page 115)

February, 1913, with a dateline of December, 1912. The reason: Pennell explained it was utterly impossible to get responses from the chapters and that there was no copy in those stories that were received.

The 1913 convention was held at Madison, Wisconsin, and out of this meeting came a new expansion policy. It was decided that the personnel of petitioning body, a vacillating quantity, should be considered of little weight. The degree of development of existing instruction in journalism within the school should be a more important factor. It was decided to print The Quill three times a year.

The report on internal organization read in part: "We recommend a strict interpretation of the membership clause as given in the Constitution, with the interpretation of journalism as including both the business and editorial side of newspapers, magazines and publicity work." The business aide of journalism, of course, was later eliminated.

Four years and two conventions had built something of a foundation for Sigma Delta Chi. The framework of chapter ideals and activity, together with some of the professional spirit which was to become fundamental to Sigma Delta Chi, had its first timbers in place.

Laurence Sloan begged Secretary Steffan to "scratch that word 'honorary' from his letterheads." He wrote, "We ought to be professional. There's nothing honorary about a cub reporter."

The national organization suffered a severe blow at the start of 1914 in the unexpected death of Chester Wells, the fraternity's president. It was the Wisconsin chapter that suggested that a Wells Memorial Key be established. This is the key that has been awarded ever since to the member who contributes the greatest service to the fraternity during the year.

It was the 1914 convention at Ann Arbor that raised the question of secrecy for the first time. The ritual committee recommended that the significance of the letters Sigma Delta Chi and the motto be made public, but a motion to that effect lost. A minority report suggesting that the word "honorary" should be retained in the official title rather than be replaced by "professional" was adopted.

Two years later at the 1916 convention at Missouri it was decided to eliminate the word "honorary" from the print style of the fraternity. Greek names for the chapters which had run as far as Beta Beta for Beloit were dropped also. In an effort to raise the standards of members a rule was adopted requiring the National Secretary to approve candidates.

Frank Mason became vice president and was to handle the Personnel Bureau. Before the year was out this agency was finding an occasional job for members.

It was the sixth convention at Oklahoma that finally abolished secrecy in the fraternity. It had been six years before that Lee A White had recommended that secrecy provisions be struck from the fraternity's Constitution. Slowly the idea that secrecy and the practice of professional journalism did not jibe was realized by the fraternity chapters.

It was this same convention that established alumni dues at one dollar, to help finance THE QUILL. The fraternity's magazine had had its hard times.

The first light in its financial darkness came when Lee A White took over its editorship in 1915. He borrowed \$150 from a Seattle bank on his personal note. By extreme economy he managed to keep The QUILL alive through the worst year of its existence. In addition he had kept up his work with the Washington chapter; he had contributed personally to The QUILL and other funds; he was a conscientious member of the executive council and a thoroughgoing adviser.

It was White who had appeared before the American Conference of Teachers of Journalism in 1914 and secured recognition for the fraternity by the conference. And so in 1920, in recognition of the fact that he was the fraternity's outstanding figure, he was elected president.

Opening the 1921 convention at Ames, he stated:

"This convention is held that we may get our torches relighted, that we may consider our ideals and our problems. The distribution of ideas and ideals is the purpose of Sigma Delta Chi. It is time for the fraternity to quit distributing embossed papers and pledges. It is time to redeem our pledges in actual accomplishments. If there is anything that Sigma Delta Chi stands for it is service. The true test of the organization is that its idealism should hold with its men as they go out into the profession."

It was during this year that the fraternity had petitions or feelers from 19 different colleges or universities. The chapter efficiency cup was established. Five alumni chapters had been established.

The closing minutes of the 1922 convention record these interesting statements referring to a change in name:

"That the present forward-looking policy of Sigma Delta Chi indicates the work of the fraternity must necessarily extend further into the actual field of journalism, and that in doing so some provision for changing the name of the fraternity may become necessary outside the undergraduate field.

"The committee does not recommend any change in the name Sigma Delta Chi, either inside or outside the undergraduate field, but calls to the attention of Sigma Delta Chi membership the need of extending the ideals and aims of the fraternity to the entire journalistic profession, even if this entails some alteration in the present form of the fraternity itself.

"The time may come eventually when Sigma Delta Chi can take over, or at least back, the establishment of a national association of advanced journalists, and this committee believes it is well to look forward to that development with open mind."

THE QUILL Endowment Fund plan was proposed by President Ward Neff and approved by the 1923 convention. This plan provided for a fund to be built up from QUILL life subscription income and to be invested. It has been the income from the investments made by the trustees of the fund that have enabled THE QUILL to publish monthly in 1930 and to continue publication through the years.

It was in 1925 that the Personnel Bureau was established as a selective placement service for members, the bureau that had been a hazy idea for some ten years. It was Bob Tarr, then an executive councilor, who assumed direction of the bureau in his spare time and put it into operation at Detroit. It was hoped that the revenue would help finance the establishment of a headquarters office and a full-time secretary.

In January, 1928, a central office was established in the building occupied by the Daily Drovers Journal in Chicago. There past president Ward Neff had his offices, as did the chairman of the executive council, Charles E. Snyder, editor of the Drovers Journal. Space was provided by Mr. Neff at no expense to the fraternity.

George Courcier became the first executive secretary in that same year, followed by Theodore Berchtold who served during the summer of 1929. Al Bates took over the administration of the headquarters in the fall of 1929 and resigned in 1934 to join Swift and Company.

Jim Kiper had been hired to replace Bates and reported to work on a Saturday afternoon in May, 1934. This was the same afternoon that the headquarters along with all supplies and valuable records, was wiped out in the stockyards fire that swept the building.

The master book of enrollments and a few chared records were saved. With these as a basis, the great task then was to restore missing information and rebuild the records.

In 1937 National Headquarters moved to 35 East Wacker Drive, Chicago, its present location.

The twenty-second convention in Topeka in 1937, like many before, acted on proposals to strengthen the professional activities and organization of the fraternity. Out of this convention, however, came changes which remain today in our constitution and by-laws.

The scholarship award program was established in 1927 to recognize superior scholarship in all college courses, in keeping with the fraternity's policy to encourage broad preparation for entry into professional journalism.

The Sigma Delta Chi awards for distinguished service

The Sigma Delta Chi awards for distinguished service to journalism were first conceived in 1916, seven years after the founding of the fraternity and about the same time that Pulitzer awards were first made. However, it was not until 1932 that the fraternity leaders could agree upon a method of selection for some awards (nor find the money to sponsor them).

During 1932 six newspapermen were recognized for their contribution to "the dignity and responsibility of the profession of journalism." No awards were presented again until 1935, when the fraternity emerged with only one division—Research in Journalism. Under the direction of a special committee a \$50 prize was presented at that time to Oscar Riegel and successive awards were made for 1937 and 1938.

In 1939, Sigma Delta Chi inaugurated its present awards making five awards during that year. Today, the awards cover fifteen categories and are made annually for work performed during the preceding year.

During the years since the above report appeared in THE QUILL Sigma Delta Chi has experienced a record growth.

The first postwar convention had been held in Chicago in November of 1946. It was this meeting that rekindled the spark that was to make the Fraternity burn brightly through the next decade. One of the most important decisions to come out of that Convention was the authorization granted to the President to appoint a Committee for the Advancement of Freedom of Information. It has been active ever since.

The 1947 Convention in Washington, D. C., voted to honor the world's greatest journalists each year by electing them Fellows of Journalism and Sigma

Delta Chi. The men elected were to constitute a living hall of fame.

In 1948 at the Milwaukee Convention delegates asked that a committee be appointed to write a code of ethics for journalists. Subsequently, a committee was appointed, it worked on a code, and it reported consecutively to the 1949, 1950 and 1951 Conventions. It was the latter in Detroit that voted against the committee's efforts, but reminded all that the negative vote was not to be interpreted as disbelief in a code, but rather that the Fraternity already had an excellent set of principles as expressed in its ritual.

In 1950, at Miami Beach, the Executive Council approved a plan to begin publication of the Sigma Delta Chi NEWS to inform members about the Fraternity. It also established the Sigma Delta Chi Endowment Fund into which all payments for dues paid for life would be deposited. Additional funds in the form of donations and bequests were invited.

Out of the 1951 Convention in Detroit came the cheering of a resolution denouncing the executive order of the then President, Harry Truman, which had prescribed minimum standards of handling information relating to national security. Another major action was the cry for strengthening of membership requirements. This was a matter that had been simmering for years.

Lee A White in his keynote address warned that there had been pressures to alter eligibility requirements or, to evade them by misrepresentation, or subterfuge. He pointed out that Professional Chapters had showed a disturbing indifference to tradition and the Constitution in nominating their contemporaries to membership.

President McClelland in his address to the Convention stated: "In this conection I am going to say quite bluntly that complaints about a disproportionate number of public relations men taking prominent parts in chapter activities seems to me to be increasing. This is a touchy matter but it cannot indefinitely be ignored."

The 1952 National Convention was important for several actions. First, it voted to sponsor a survey of campaign coverage of the presidential campaign of 1952. Subsequently, a committee was appointed to explore the feasibility of such a project but it reported later it was not feasible.

The same Convention attempted to clarify membership eligibility with regard to "public relations candidates" but an amendment didn't reach a vote because of conflict with other sections of the Constitution.

And once more in a long series of attempts to give Sigma Delta Chi a name more in line with its purposes, a proposal to rename it the American Society of Journalists was voted down.

In St. Louis in 1953, dues collection policies were revived after some eight years of deliberations. It was decided, beginning with January 1, 1954, that all members would be required to pay yearly dues and that unpaid dues would be accumulative, and any member whose dues became more than three years in arrears would be dropped from the Fraternity.

A year later, in Columbus, the Research Committee reported to the Convention that it believed a survey of the press was now feasible. The Convention, prompted by those who were pushing the issue, asked that a Committee on News Objectivity and Ethics be appointed.

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Discuss Publicity Progress



Members of the SDX Publicity Committee gather for a meeting at Chicago's Press Club to discuss plans for the Fraternity's 50th Anniversary publicity drive. They are

(seated l. to r.) Marty Sheridan, Co-Chairman Dudley McFadden, Victor Bluedorn, (standing l. to r.) Bill Cahill, Bill Flannagan, George Wolpert, Sy Handwerker.

Members Respond To Anniversary Publicity Plea

Sigma Delta Chi members throughout the country have responded excellently to the recent request for 50th anniversary publicity, according to Dudley McFadden, co-chairman of the public relations committee.

He said that close to 100 newspaper clippings already have been received by headquarters, as a result of the suggested editorial and news feature mailed to all members. Papers represented cover the full range from metropolitan dailies to small town weeklies. Company publications, business trade magazines, and others also are responding with salute to the fraternity.

Many fraternity members personally rewrote the news feature, weaving in their own background in the fraternity.

One of the most interesting accounts was prepared by John M. (Jock) Taylor, who was initiated into the DePauw chapter in 1910 as member No. 15. Writing a 50th Anniversary story in the Reese River Reveille, Austin, Nev., he recalled how he left school two days after his initiation to take a job on a Boston news-

McFadden Calls on PR Brothers To Assist in SDX Salutes

Sigma Delta Chi members in public relations work have a special opportunity to assist in calling the Fraternity's 50th anniversary to the attention of the public, according to Dudley McFadden, co-chairman of the 50th Anniversary Publicity Committee.

The committee recently sent an inquiry to many fraternity members in p.r. work with or for large national companies, McFadden said. Purpose was to inquire about salutes to the fraternity during commercial announcements on television programs, or in company publications which reach the public.

The thought was that many television advertisers regularly run brief public service announcements in addition to their "selling" commercials. Although this is an advertising department decision in most companies, public relations people may be able to initiate activity, McFadden pointed out.

paper and was unaware of the growth of Sigma Delta Chi into a national organization for many years.

Then in 1951 he read news of the University of Nevada chapter, investigated, and requested national headquarters to re-instate him as a near-charter member.

For example, television sponsors may be willing to add to their regular commercial an announcement such as this:

"American Manufacturing Company is happy to salute the profession of journalism on the occasion of the 50th Anniversary of Sigma Delta Chi, professional journalistic fraternity. The men engaged in newspaper work, television news broadcasting and other forms of journalism, including the 16,000 members of Sigma Delta Chi, are living up to a great responsibility. By their dedication to a free and courageous press, they have earned the thanks of every American."

He said the anniversary committee will welcome offers of help from p.r. people who have not yet been contacted. The first inquiry did not go to all Sigma Delta Chi members in public relations work because of the size of the list.

The anniversary committee will provide background material for such spot announcements.

SDX Name Traced to Sorority

By Victor E. Bluedorn

Talking about the name "Sigma Delta Chi," this month we thought you might be interested in its origin. At the same time we'll also tell about the origin of the fraternity emblem

Leroy H. Millikan, one of the fraternity's ten founding members and credited with the original conception of Sigma Delta Chi, wrote this for the October, 1934, issue of The QUILL.

"Then there was the colossal task of choosing a Greekletter name. This assignment was given to Eugene Pulliam and myself and I think we studied Baird's Manual much more diligently than any college textbook on our shelves. We became desperate. We were flunking in Greek. And then the gods came to our rescue, although they did not relieve us of all fear.

"Gene and I were ardent supporters of the Kappa Kappa Gamma sorority and it looked as if matters were pretty serious between us and two of its members. When the Kappas pledge they use a pin known as the Sigma Delta, and it is sacred for this purpose only. If I were not sure the statute of limitations will protect us, I would not dare to tell that Gene and I were secretly wearing pledge pins. Sigma Delta! Sigma Delta! Say, how would it sound to add 'Chi'? There you are, Sigma Delta Chi! The fraternity was named!"

On April 17, 1909, the organization on the DePauw campus took definite shape and adopted the name Millikan wrote about. The meeting, which was the real founding of the fraternity, was held in a classroom on the top floor of West College, with two flickering candles as lights, drawn blinds, whispered talks.

Then Pulliam suggested the name, and, after some argument, it was adopted because it was euphonious and because it was thought to be different from other Greek-letter combinations. Actually, there had previously been a society by this name at Yale, and others have been formed since.

When the name was chosen, Laurence H. Sloan, another founder, was credited as having said: "It's a lead-pipe cinch that after we get a name that nobody else has, we have got something. A name is everything, and Sigma Delta Chi looks good to me—it has a rhythmic flow like the old Wabash. It's as lyrical as one of James Whitcomb Riley's poems, you can't defeat a name, just like a human being's name.

"Now, what we have got to do is to go through the dictionaries and find out what 'Sigma' means, what 'Delta' means and what 'Chi' means, and see if we cannot get an analogy between the three Greek letters and the exalted profession of journalism."

When the question of colors arose, Millikan suggested black and white for obvious reasons—black for ink, white for paper.

Between the fraternity's public appearance and the close of the school year, a motto was adopted and fitted to the name, and, a general idea for the badge developed.

The badge was worked out chiefly by Bill Glenn, a founder, although it was not designed until the following summer. The designer was Fred K. Swigert of Purdue University—a friend of one of the members of the DePauw chapter. The original plan was to have the badge square in shape, representative of the printing form. Ultimately, ideas of symbolism in this respect were sacrificed to aesthetics and the lines of the badge were modified to their present form.

It is interesting to note that the only new emblem which appeared on the pin was the quill. The lamp on the emblem came from Phi Kappa Psi; the scroll from Phi Delta Theta; the star from Phi Gamma Delta, the dark background from the pin of Delta Kappa Epsilon and the form came from the badge of Delta Tau Delta.

The first convention in April, 1912, empowered the

newly elected secretary, Roger Steffen, to copyright the badge and to make a five-year contract for badges. On July 11 he signed a contract with R. J. F. Roehm & Co. of Detroit which set the price of \$2 and gave Roehm exclusive rights to make the fraternity's jewelry. The price was \$1.50 less than the old price, and \$1 less than that offered by a competing bidder.

At the same time the charter was made in Dayton, Steffen's home town, by a local lithographer. Worked into a design at the top were the symbols of the fraternity—star, lamp and quill. Spaces for all the executive council were provided at the bottom.

Shingles (individual membership certificates) with the scroll lithographed in their center, were made at the same time. Steffen obtained 100 charters and 400 shingles for \$42.50. The seal, for use on all official papers, shingles, charters, was made with "The Sigma Delta Chi Fraternity" around its circumference, "Founded at DePauw University, April 17, 1909," on a scroll within and the three symbols placed as on the badge.

During the following year Steffen let a new contract for badges to the D. L. Auld Company of Columbus—The Roehm Company in Detroit had given up fraternity busi-

ness.

Another year passed and in October, 1914, THE QUILL announced that a new key had been designed and was available to those members who were no longer undergraduates. This is what it said:

"Sweet mercy is Nobility's true badgo."

"When Will Shakespeare, the well known rewrite man, made that high-minded observation, however, the chances are he was nursing a grouch because the local chapter hadn't elected him a member of Sigma Delta Chi, and took advantage of his easy access to the public prints to cast aspersions on the desirability of fraternity jewelry in general.

"Anyhow his deleterious influence scarcely has been felt by the present administration. The contract has just been signed which provides for all fraternity badges for three years to come. The opinion is the badge is the best in quality and appearance we ever have secured. The jewelers declare the cost of manufacturing is little below sale price.

"The regulation badge which is the only one purchasable by undergraduates will remain at the price of two dollars, and can be bought only from the national secretary on the official order blank.

"Now comes the alumni key that has been pleaded for by many journalist grads for several years. It not only will distinguish the alumnus from the undergraduate, but it will be more serviceable for men actually doing newspaper work.

"The alumni key merely is the regulation badge entirely set in a base of darker gold with a solid raised border. This serves the purpose of having an emblem distinctive from the Wells Memorial, and also one that can be made by using the undergraduate badge.

"The alumnus owning a badge may send that and two dollars and fifty cents to the official jeweler and obtain the key, or four dollars and fifty cents without sending a badge. Only alumni, a list of whom is deposited with the jewelers, are permitted to purchase keys.

"This is the complete list of Sigma Delta Chi jewelry. All designs now are standardized. Our insignia is admittedly handsome in appearance. If conventions will remember that by maintaining the existing status, confusion arising from constant changes will be avoided, the emblems will remain the same while the order lasts."

In April, 1918, the D. L. Auld Company asked and were granted a new price for pins and keys—\$2.50 instead of \$2 for the pins and an increase to \$4.50 for keys. On its own initiative the jewelry firm had designed some months earlier a smaller and more attractive badge. It had been losing money on pins because of war prices.

Millikan



Lockwood



Clippinger



the services began.

Riddick

torium. Heads turned quickly to learn what was happening. Down the aisle, looking neither to the right nor the left, marched ten young men. They wore black and white ribbons in the lapels of their coats. They found seats and sat down in a body just before

Those in the chapel knew that a new organization had been born on the campus-for this was the traditional way of announcing the formation of any new group. But what could this one be? The men included in its number were well known on the campus, active in fraternal, social and other affairs.

CERVICES were about to begin in the chapel of DePauw University on the morning of May 6, 1909. The low murmur of voices was hushed suddenly by a stir at the back of the audi-

These Are the Men Who

Chapel services over, inquisitive students sought out the ten and asked for an explanation. They received none—merely dismissal with the announcement that all would be told in that afternoon's issue of the DePauw Daily.

Sure enough, it was. The Daily related that a new organization. Sigma Delta Chi, had come into being and had selected that morning to make its formal bow to the student body. The group, the Daily continued, had appropriated to itself an entirely new field. that of journalism.



Founded Sigma Delta Chi

"Observing the success of the fraternity idea in other professional fields, such as law and medicine," the *Daily's* account said, "it occurred to these ten men, or eleven, as their number originally was, that the idea was also practicable in the field of journalistic endeavor.

"The fraternity," it added, "expects to establish chapters in other colleges and universities in which daily papers are published. In the course of years, it is hoped that the roll of alumni will contain the names of many prominent journalists and authors. By binding such men together in the true fraternity spirit and inspiring them with common ideals, a larger spirit of idealism will be injected into the press of our country."

In such a manner, Sigma Delta Chi made its first public appearance 50 years ago. The names of that little group: Gilbert B. Clippinger, Charles A. Fisher, William M. Glenn, Marion H. Hedges, L. Aldis Hutchens, Edward H. Lockwood, Leroy H. Millikan, Eugene C. Pulliam, Paul M. Riddick and Laurence H. Sloan. Foster Riddick might have been the eleventh man, but he decided he was not interested in journalism beyond the *DePauw Daily* and withdrew from the group before the appearance in chapel.



Slean



Glenn



Hutchens



Fisher



Pulliam

Who Are They? Guess!

See Page 128 For Answers To Quiz



















Info for Your Morgue . . .

National Presidents

(Titles and connections in bold face indicate position held at time of election as President.)

- 1912-1913 Laurence H. Sloan (deceased-1949), staff member, New York (N. Y.) American; president, Standard & Poor, New York City
- 1913 Chester Wells (deceased-1913), instructor, Department of Journalism, University of Oklahoma
- 1914 Sol Lewis (deceased-1953), journalism instructor, University of Kansas; publisher, Lynden (Wash.) Tribune
- 1914-1916 Roger F. Steffan (deceased-1935), editor, Durham (N. C.) Sun; Formosa Economic Advisor for President Dwight Eisenhower
- 1916-1919 Robert C. Lowry (deceased-1929), staff member, Austin (Tex.) Statesman; general traffic manager, Corporacion Aeronautica de Transportes
- 1919-1920 Felix M. Church, publisher, Cadillac (Mich.) Evening News; publisher, Grand Haven (Mich.) Daily Tribune; state editor. Detroit (Mich.) Free Press (retired)
- 1920-1921 Lee A White, editorial staff, Detroit (Mich.) News; director of Public Relations, Cranbrook Institutions, Bloomfield Hills, Mich. (re-
- 1921-1922 Kenneth C. Hogate (deceased-1947), Detroit correspondent, Wall Street Journal; president, Wall Street Journal
- 1922-1923 Ward A. Neff (deceased 1959), vice president, Corn Belt Farm Dailies, Chicago, Iii.; president and publisher, Corn Belt Farm Dailies
- 1923-1924 T. Hawley Tapping, staff correspondent, Booth Newspapers, Ann Arbor, Mich.; general secretary, Alumni Association, University of Michigan
- 1924-1925 George F. Pierrot, editor, American Boy Sprague Publications, Inc.; president and editor-in-chief, American Boy-Youth's Companion Magazine; president and managing director, World Adventure Series, Inc., Detroit, Mich.
- 1925-1926 Donald H. Clark, editor, M'd-Continent Banker, St. Louis, Mo.; president and publisher, Clark Publications, St. Louis, Mo.
- 1926-1927 Roy L. French, director, School of Journalism, University of Southern California (retired); co-publisher and vice president, Chalfant Press, Inc., Calif.
- 1927-1928 James A. Stuart, managing editor, Indianapolis (Ind.) Star; editor, Indianapolis (Ind.) Star
- 1928-1929 Robert B. Tarr (deceased-1958), reporter, Pontiac (Mich.) Press; suburban editor, city editor, news editor, managing editor, Pontiac (Mich.) Press
- 1929-1936 Edwin V. O'Neel, editorial department, Indianapolis (Ind.) Times; publisher, Hagerstown (Ind.) Exponent
- 1930-1931 Franklin M. Reck, assistant managing editor, American Boy Magazine; managing editor, American Boy Magazine; author, Manchester, Mich.
- 1931-1933 Charles E. Snyder, editor, Chicago (Ill.) Daily Drovers Journal (retired)
- 1933-1934 Walter R. Humphrey, editor, Temple (Tex.) Daily Telegram; editor, Fort Worth (Tex.) Press

- 1934-1935 John E. Stempel, copy editor, New York (N. Y.) Sun; managing editor, Easton (Pa.) Express; chairman, Department of Journalism, Indiana University, Bloomington
- 1935-1936 Carl P. Miller, vice president and general manager, Dow Jones & Co., Ltd., Pacific Coast Edition, Wail Street Journal; executive director, Pacific Coast Edition, Wall Street Journal
- 1936-1937
 Tully Nettleton, Washington editor, Christian Science Monitor; assistant chief editorial writer, Christian Science Monitor, Boston, Mass.
- 1937-1938 Ralph L. Peters (deceased-1945), roto editor, Detroit (Mich.) News
- 1958-1939 George A. Brandenburg, Chicago editor, Editor & Publisher; Midwest editor, Editor & Publisher
- 1939-1940 Elmo Scott Watson (deceased-1951), editor, Publishers' Auxiliary, Chicago, Ill., chairman, Mediii School of Journalism, Northwestern University, Evansion
- 1940-1941 Irving Dilliard, editorial writer, St. Louis (Mo.) Post-Dispatch
- 1941-1943 Paimer Hoyt, publisher, Portland (Ore.) Oregonian; editor and publisher, Denver (Colo.) Post
- 1943-1945 Willard R. Smith, associate editor, Wisconsin State Journal, Madison, Wis.; manager, Madison News Bureau, Milwaukee (Wis.) Journal
- 1945-1946 Barry Faris, editor-in-chief, International News Service, New York, N. Y., International Editor, Hearst Metrotone News, N. Y. C.
- 1946-1947 George W. Healy, Jr., managing editor, New Orleans (La.) Times-Picayune; editor, New Orleans (La.) Times-Picayune
- 1947-1948 Luther Huston, manager, Washington Bureau, New York (N. Y.)
 Times; staff correspondent, Washington Bureau, New York (N. Y.)
 Times
- 1948-1949 Neal Van Sooy, editor and pub lisner, Santa Paula (Calif.) Chron icle; editor publisher, Nevada Ap peal, Carson City
- 1949-1950 Carl R. Kesler (deceased-1956), state editor Chicago (III.) Daily News; editorial writer, Chicago (III.) Daily News
- 1950-1951 John M. McClelland, Jr., editor and publisher, Longview (Wash.) Daily News
- 1951-1952 Charles Clayton, editorial writer, St. Louis (Mo.) Globe-Democrat; Special assistant to the publisher, St. Louis (Mo.) Globe-Democrat; professor, Department of Journalism, Southern Illinois University, Carbondale
- 1952-1953 Lee Hills, executive editor, Detroit (Mich.) Free Press and Miami (Fla.) Herald; vice president, Knight Newspapers and Detroit (Mich.) Free Press
- 1953-1954 Robert U. Brown, president and editor, Editor and Publisher, New York, N. Y.
- 1954-1955 Alden C. Waite, president, Southern California Associated Newspapers, Los Angeles, Calif.
- 1955-1956 Mason Rossiter Smith, editor and publisher, The Tribune Press, Gouverneur, N. Y.
- 1956-1957 Sol Taishoff, Editor and Publisher, Broadcasting, 1735 De Sales Street at Connecticut, Washington 6, D. C.
- 1957-1958 Robert J. Cavagnaro, General Executive, The Associated Press, 234 Chronicle Bldg., San Francisco, Calif.
- 1958-1959 James A. Byron, News Director, WBAP, AM-TV, Fort Worth, Texas

Fellows

- Erwin Canham, Editor, Christian Science
- Barry Faris, Editor-in-Chief, INS, N. Y. C. (1948)
- Harry J. Grant, Chairman of Board, The Milwaukee (Wis.) Journal (1948)
- Palmer Hoyt, Editor and Publisher, The Denver (Colo.) Post (1949)
- Dr. Frank Luther Mott, School of Journalism, Univ. of Mo., Columbia, Missouri (1949)
- James G. Stahlman, Publisher, Nashville Banner, Nashville, Tennessee (1949)
- Howard Blakeslee, Science Writer, Associated Press, New York, New York (1950) (deceased)
- Walter Lippman, Editorial Columnist, New York Herald-Tribune (1950)
- Benjamin M. McKelway, Editor, The Washington Star, Washington, D. C. (1950)
- Irving Dilliard, Editor, Editorial Page, Post-Dispatch, St. Louis, Missouri (1951)
- Edward R. Murrow, Commentator, Columbia Broadcasting System, New York, New York (1951)
- Dr. Alberto Gainza Paz, Publisher, La Prensa, Buenos Aires, Argentina (1951)
- James S. Pope, Executive Editor, Louisville (Ky.) Courier-Journal (1952)
- James B. Reston, New York Times, Washington, D. C. (1952)
- Louis B. Seltzer, Editor, Cleveland (Ohio) Press (1952)
- Hodding Carter, Editor and Publisher, Delta Democrat-Times, Greenville, Mississippi (1953)
- Bill Henry, National Broadcasting Company, Washington, D. C. (1953)
- Basil L. Walters, Executive Editor, Knight Newspapers, Inc., Chicago, Illinois (1953)
- Kent Cooper, Executive Director, The Associated Press, New York City, New York (1954) (retired)
- Virginius Dabney, Editor, The Richmond (Va.) Times-Dispatch (1954)
- De Witt Wallace, Founder and Editor of The Reader's Digest, Pleasantville, New York (1954)
- Paul Bellamy, editor emeritus, Cleveland (Ohio) Plaindealer (deceased) (1955)
- Harold L. Cross, author, legal counsel, Skowhegan, Maine (1955) (deceased)
- Walter Humphrey, editor, Fort Worth (Texas) Press (1955)
- Luther Huston, Washington (D. C.) Bureau, New York Times (1956)
- Ward A. Neff, President, Corn Belt Dailies, Chicago, Ill. (1956) (deceased)
- George Thiem, Springfield (Ill.) Correspondent, Chicago Daily News (1956)
- Frank Bartholomew, New York (N. Y.) United Press International (1957)
- J. Montgomery Curtis, New York (N. Y.) American Press Institute, Columbia University (1957)
- Tom Powell, Jr., Anamosa (Iowa) Editor & Publisher, Iowa Journal & Eureka (1957)
- J. N. Heiskell, President and Editor, The Arkansas Gazette, Little Rock, Ark. (1958)
- Willard M. Kiplinger, Editor, Washington Letters and Changing Times, Washington, D. C. (1958)
- Eric Sevareid, Chief of Washington News Staff, Columbia Broadcasting System, Washington, D. C. (1958)

Historic Sites in Journalism Marked by Sigma Delta Chi

- 1942 Bennington, Vermont-Anthony Has-well, Editor and Publisher, the Vermont
- San Francisco, California—James King of William, Founder, Editor and Pub-lisher, the San Francisco Daily Evening Bulletin 1946
- it. Louis, Missouri—Joseph Pulitzer, Founder, the St. Louis Post-Dispatch
- Montgomery, Alabama—Grover Cieve-land Hall, Editor, The Montgomery Ad-1948
- Emporia, Kansas—William Allen White, Editor and Publisher, The Emporia Gazette
- Boston, Massachusetts-The Boston Ga-1950
- New Orleans, Louisiana—George Wil-kins Kendali, Co-Founder of the New Orleans Picayune 1951
- Alton, Illinois—Elijah Parish Lovejoy, Editor, The Observer 1952
- Bloomington, Indiana—Ernie Pyle, Editor, Columnist, Correspondent, Scripps-1953 Howard Newspapers
- New York City, New York—Henry J. Raymond, Co-Founder and first Editor of the New York Times
- 1955 Pittsburgh, Pennsylvania-Station
- Columbia, Missouri—Walter Williams and the University of Missouri School of Journalism 1956
- 1957 Baltimore, Maryland-H. L. Mencken, author and newspaperman
- New York City, New York—the trial of John Peter Zenger
- Cleveland, Ohio—Edward Wyllis Scripps and the Cleveland Press

National Honorary Presidents

- 1912-1919 Chase S. Osborn, Newspaper Ed-itor, Publisher, Author
- 1919 H. F. Harrington,* Dean, Medill School of Journalism, Northwestern University
- Willard C. Bleyer, Chairman ol of Journalism, University of 1920 School of Wisconsin
- 1921 F. W. Beckman, Knoxville (Ia.) Jour-
- 1922 Walter Williams,* President, University of Missouri
- James W. Brown, President, Editor & Publisher, New York, N. Y. 1923
- Eric W. Allen,* Dean, School of Jour-nalism, University of Oregon 1924
- William Allen White.* Publisher, Emporia (Kansas) Gazette 1925
- Kent Cooper (retired). Executive Director, The Associated Press, New York, N. Y. 1926
- Harvey Ingham, Publisher, Register & Tribune, Des Moines, Iowa
- William P. Beazell, Assistant to Chairman, New York State Saratoga Comman. No
- Bristow Adams.º Chairman-Emeritus, Department of Journalism, Cornell Uni-versity, Ithaca, New York
- 1930 Frank E. Mason, New York, N. Y.
- Marien Pew, Editor & Publisher, New York, New York
- Frank Parker Stockbridge, Editor, The American Press 1933
- 1934 Charles G. Ross, White House Press Secretary

- 1935 Walter M. Harrison, Oklahoma City, Oklahoma
- 1936 Hugh Baillie, United Press, New York,
- W. W. Loomis,* Publisher, La Grange (Ill.) Citizen 1937
- Raymond Clapper, Scripps-Howard Washington Correspondent Raymond
- J. Roscoe Drummond, Washington Bu-reau, New York Herald Tribune
- George B. Dealey, President, Dallas (Texas) Morning News
- 1941-1946 Marco Morrow, President, Capper Publications, Topeka, Kansas
- John S. Knight, President, Newspapers, Inc., Akron, Ohio President, Knight 1946
- Roy Allison Roberts, President General Manager, Kansas City (Mo.)
- Douglas Southall Freeman,* Richmond (Va.) News-Leader 1948 Editor,
- 1949-1951 Grove Patterson,* Editor-in-Chief, Toledo (Ohio) Blade
- 1952 Arthur Hays Sulzberger, Publisher, The New York Times
- E. Lansing Ray, Publisher and Editor, St. Louis Globe-Democrat 1953
- 1954 John Cowles, Publisher, Minneapolis Star and Tribune
- Roy C. Howard, Chairman, Executive Committee, Scripps-Howard Newspapers; Editor, New York World-Telegram and Sun, New York City, N. Y. 1955
- 1956 Dr. Alberto Gainza Paz, Publisher, La Prensa, Buenos Aires, Argentina
- Barry Bingham, Editor-in-Chief, The Courier-Journal and Louisville Times, Louisville, Kentucky
- J. Donald Ferguson, President, The Mil-waukee Journal, Milwaukee, Wisconsin
- Eugene C. Pulliam, Publisher, The Indianapolis Star and News and the Phoenix Gazette and the Arizona Republic
 - * Deceased

Convention Sites

- 1912 Greencastle, Indiana
- 1913 Madison, Wisconsin
- 1914 Ann Arbor, Michigan
- 1915 (Cancelled)
- 1916 Columbia, Missouri
- 1917-18 (None held)
- 1919 Urbana, Illinois
- 1920 Norman, Oklahoma
- 1921 Ames, Iowa
- 1922 Manhattan Kansas
- 1923 Minneapolis, Minnesota 1924 Bloomington, Indiana
- 1925 Boulder, Colorado
- 1926 Madison, Wisconsin
- 1927 Lawrence, Kansas
- 1928 Evanston, Illinois
- 1929 Columbia, Missouri
- 1930 Columbus, Ohio
- 1931 Minneapolis, Minnesota
- 1932 (Cancelled)
- 1933 Evanston, Illinois
- 1934 Greencastle, Indiana
- 1935 Champaign-Urbana, Illinois
- 1936 Dallas, Texas
- 1937 Topeka, Kansas
- 1938 Madison, Wisconsin
- 1939 San Francisco-Palo Alto-Los Angeles. California

- 1940 Des Moines, Iowa
- 1941 New Orleans, Louisiana
- 1942-45 (None held)
- 1946 Chicago, Illinois
- 1947 Washington, D. C.
- 1948 Milwaukee, Wisconsin
- 1949 Dallas, Texas
- 1950 Miami Beach Florida
- 1951 Detroit, Michigan
- 1952 Denver, Colorado
- 1953 St. Louis, Missouri
- 1954 Columbus, Ohio
- 1955 Chicago, Illinois
- 1956 Louisville, Kentucky
- 1957 Houston, Texas
- 1958 San Diego, California
- 1959 Indianapolis, Indiana
- 1960 New York, New York

Founders of Sigma Delta Chi

Gilbert G. Clippinger

Charles A. Fisher*

William M. Glenn (retired), Star-Sun, Miami Beach, Florida

Marion H. Hedges*

L. Adis Hutchens (retired)

Edward H. Lockwood

LeRoy H. Millikan*

Eugene C. Pulliam, Publisher, Indianapolis (Ind.) Star and News

Paul M. Riddick, La Grange (Ind.) Standard and News (retired)

Laurence H. Sloan*

* Deceased

Themes

NATIONAL

- 1953 Elimination of press barriers—Making the public conscious of its stake in the right to know
- Honest Reporting and Editing—Serving the people's right to know 1954
- Responsible Journalism—Bulwark of Freedom 1955
- A Free Press-A Free World 1956
- Seek Talent-Nurture It 1957
- 1958 Fight Secrecy, Inform the People
- 1959 To another fifty years of Talent, Energy and Truth
- 1960 Pursue Truth-Excel in Its Use

UNDERGRADUATE

- 1953 Free Bill Oatis
- Honest Reporting and Editing—To just-ify less administrative supervision
- 1955 (none)
- 1956 (none)
- 1957 For a Free and Responsible Campus Press
- 1958 (none)
- 1959 (none)
- 1960 (none)

Who Are They? Guess!

Answers to Quiz on Page 126 SDX Founders Fifty Years Ago

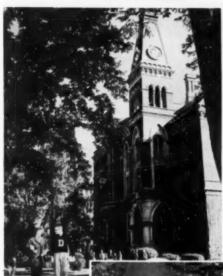
- 1. Sloan
- 7. Fisher 2. Millikan 3. Pulliam 8. Lockwood

6. Hutchens

- 4. Hedges 9. Glenn
- 5. Riddick 10. Clippinger

SDX NEWS for November, 1959





Welcome to "Hoosier Hospitality"

There isn't a better host in the world than the folks in Indiana. And you'll see why Indiana boasts of its hospitality when you attend Sigma Delta Chi's "Golden" Anniversary convention in Indianapolis. Your Convention hosts promise an entertaining and inspiring program throughout your stay.

* VIM . . . very important memo # 3 *



There's so much for a Sigma Delta Chi to see and do in INDIANAPOLIS





Mrs. Peff, President, Superior Air Products Co., Newark, N. J., shown in her office with Supairco's recently developed liquid-oxygen "vacuum bottle."

meet Mrs. Peter Peff talented executive and a good customer of Anaconda

Many a tough problem has been solved by Mrs. Peff and her company since 1952, when she assumed the presidency after her husband's death.

Specialists for thirty years in building low-temperature apparatus and complete plants to produce oxygen and other gases, "Supairco" was called on recently to develop a small, compact, lightweight container to supply oxygen for aircraft crews at high altitudes. Supairco did just that —with its ingenious design for a "vacuum bottle" which holds liquid oxygen at 297 degrees below zero, Fahrenheit! One of the key questions—what metals would do the job hest?

After careful research and testing, Supairco chose Anaconda's special copper-silicon alloy, Everdur®, for the inner sphere which contains the liquid oxygen. Everdur was selected because of its ready workability, corrosion resistance and high strength—a combination of properties which withstands the vibration and fatigue stresses aloft, plus the shocks associated with catapult launchings and carrier-based landings.

For the outer sphere, a shell of highly polished, heat-reflecting Anaconda Copper was used to maintain the vacuum which keeps the liquid-state oxygen at the extremely low temperature necessary.

The "vacuum bottle" shown above, when fully valved and charged, weighs only ½ as much as the heavy, cumbersome cylinder it replaces, and requires only a fraction of the space. Yet Supairco's new product provides a high-flying, eight-man crew with all the oxygen it needs.

Anaconda, through its subsidiary The American Brass Company, produces more than 100 standard alloys of copper, each providing its own combination of properties. Special alloys are regularly developed to meet specific applications. This is in keeping with the continuing aim of Anaconda research in the whole non-ferrous-metal field: Better ways to do things, in home and industry.

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GLENDALE NEWS-PRESS · MONROVIA NEWS-POST
SAN PEDRO NEWS-PILOT · VENICE EVENING
VANGUARD · SOUTH BAY DAILY BREEZE

ILLINOIS

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JOLIET HERALD-NEWS • ILLINOIS STATE JOURNAL
ILLINOIS STATE REGISTER ;

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Circulation Figures Are For Daily Morning and Evening - Per ABC, 3-31-59



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(see Page 9-E & P-September 26)

. . . what motivations expert Dr. Ernest Dichter says color can mean to your newspaper?

(see Page 15-E & P-September 26)

. . . why and how radio and TV have forced sports writers to change their style of reporting?

(see Page 42-E & P-September 19)

. . . what one important agency media buyer says he wants to see in your newspaper promotion?

(see Page 22-E & P-October 3)

. . . what newspaper is seeking a new general manager, who wants good space salesman badly, and the other job opportunities in the Classified Section?

(see E & P-Every Issue)

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